

UX/UI report

Bianca Coffee

UX/UI/Bootstrap 5.0 course

2022



Introduction

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1. Описание на проекта

Bianca Coffee е платформа предоставяща услуги свързани с вендинг кафе автомати. Тя осигурява денонощна помощ свързана с консултации при повреда или извършването на ремонтни дейности, търговия с резервни части, цялостно зареждане с разтворими напитки, както и тунинг на вендинг машини. Предоставя се възможност за водене на дневник за следене на покупките, зарежданията с необходимите продукти, извършените ремонти и закупените резервни части. Като допълнение клиентът може да въвежда изразходения ток, печалбата за месеца или друга подобна важна информация. Клиентите могат да се възползват от абонамент за профилактика на кафеавтоматите, както и преференциални цени при закупуването на по-големи количества.

2. Въпросник (Questionnaire)

Getting to know the user:

1. Please tell me about yourself and your experience with other coffee applications?
 - If yes, what do you like there?
 - If not, what exactly disturb you?
2. Please tell me about your relation to the project topic?
 - If yes, what do you like there?
 - If not, what exactly disturb you?
3. When you are on a computer and the internet, are there any challenges you face accessing information?

Questions for gathering user behavior:

1. What are the most important tasks you or other people need to perform in using our future Coffee application?
2. How would you describe your past and current experience with such kinds of sites?
3. How often do you use or see yourself using Bianca Coffee Application?
4. How do you normally get to the websites?
 - If the answer is a direct URL ask – Do you use a bookmark for this?
 - If the answer is web searching ask – What terms do you typically search for?
 - If the answer is a link on another site ask – What sites?
 - If the answer is a bookmarked link ask – Do you remember how you first obtained the URL?
5. What devices do you typically use when visiting such kinds of sites?
6. Do you or did you in the past use other websites and resources for the same purpose as Bianca Coffee?

- Is there anything you or your users often look for on Bianca Coffee that is missing or hard to find?
7. Is there any way Bianca Coffee isn't supporting your needs currently?
 8. If you had a question regarding Bianca Coffee do you know who to contact?
 - If yes – how do you know?
 - If not – how would you go about contacting someone?

Questions for gathering opinion:

- What do you see as the primary function of Bianca Coffee?
- What do you like about the current Bianca Coffee?
- What don't you like about the current Bianca Coffee?

Questions for gathering user awareness:

1. Are you aware that Bianca Coffee will offer Online Customer Service?
2. Are you aware that Bianca Coffee will offer online parts and instant drinks selling?
3. Are you aware that Bianca Coffee will offer tuning to vending coffee machines?

Questions about the project goal:

1. What is your main goal when visiting the Bianca Coffee App?
 - Ask a follow-up question: Do you have any secondary goals?
2. What would prevent you from achieving your tasks?
3. What improvements could be made to make Bianca Coffee App easier or better?



Questions for projects that provide information:

1. How do you use the information on the Bianca Coffee App?
2. Would you ever need to share these metrics with others?
 - If yes – who, what format, and method of sharing?
3. Would you ever need to export information or asset in the project?
 - If yes – when, why, and in what format?

Questions for a project that has a process:

(ex: purchasing, submitting a request, or creating assets)

1. How long do you expect the example process in the Bianca Coffee to take?
2. Do you remember the communication or any follow-up after you performed the Bianca Coffee?
3. Under what circumstances would you want to receive an alert/notification in the Bianca Coffee?

Questions for closing out

1. What haven't we asked you today that you think would be valuable for us to know?
 - May I contact you if we have any other questions or for possible further research for this project?

3. Сравнителна таблица

https://docs.google.com/spreadsheets/d/1eiDNkAgX-k3gYHKPP5MC0dJUir_capTZ8Y7fOrcLgkw/edit#gid=55962557

Bianca Coffee Compare Table			
Ключови Характеристики / Web Application	Bianca Coffee	CoffeeLand	Enco Vending
Url	https://www.biancacoffee.com/	https://www.coffeelnd-bg.com/	https://www.enco-vending.com/
Цели	Bianca Coffee е платформа предоставяща услуги свързани с вендинг кафе автомати. Тя осигурява помощ свързана с ремонти, предоставяне на части, цялостно зареждане, както и тунинг на вендинг машини.	Дейността на Coffee Land включва собствен внос и търговия на резервни части и сервиз за барово и ресторантско оборудване, вендинг апарати, домашни и офис кафеавтомати, платежни системи и консумативи за тях.	Енко Вендинг осигурява на клиентите си богат асортимент от кафе, разтворими продукти и консумативи, вендинг автомати, професионални и домашни кафе машини, резервни части.
Онлайн съвети за ремонт на кафеавтомати	Да	Не	Не
Търговия с резервни части	Да	Да	Да
Търговия с разтворими продукти	Да	Не	Да
Тунинг на вендинг машини	Да	Не	Не
Онлайн консултации за избора на разтворими продукти	Да	Не	Не
Денонощна връзка с консултант при повреда	Да	Не	Не
Възможност за водене на дневник на покупките/зарежданията	Да	Не	Не
Търговия и ремонт на монетници	Да	Да	Да
Известяване при появата на новини касаещи вендинг бизнеса	Да	Не	Не
Промоции при големи количества	Да	Да	Да
Абонамент за профилактика	Да	Не	Не

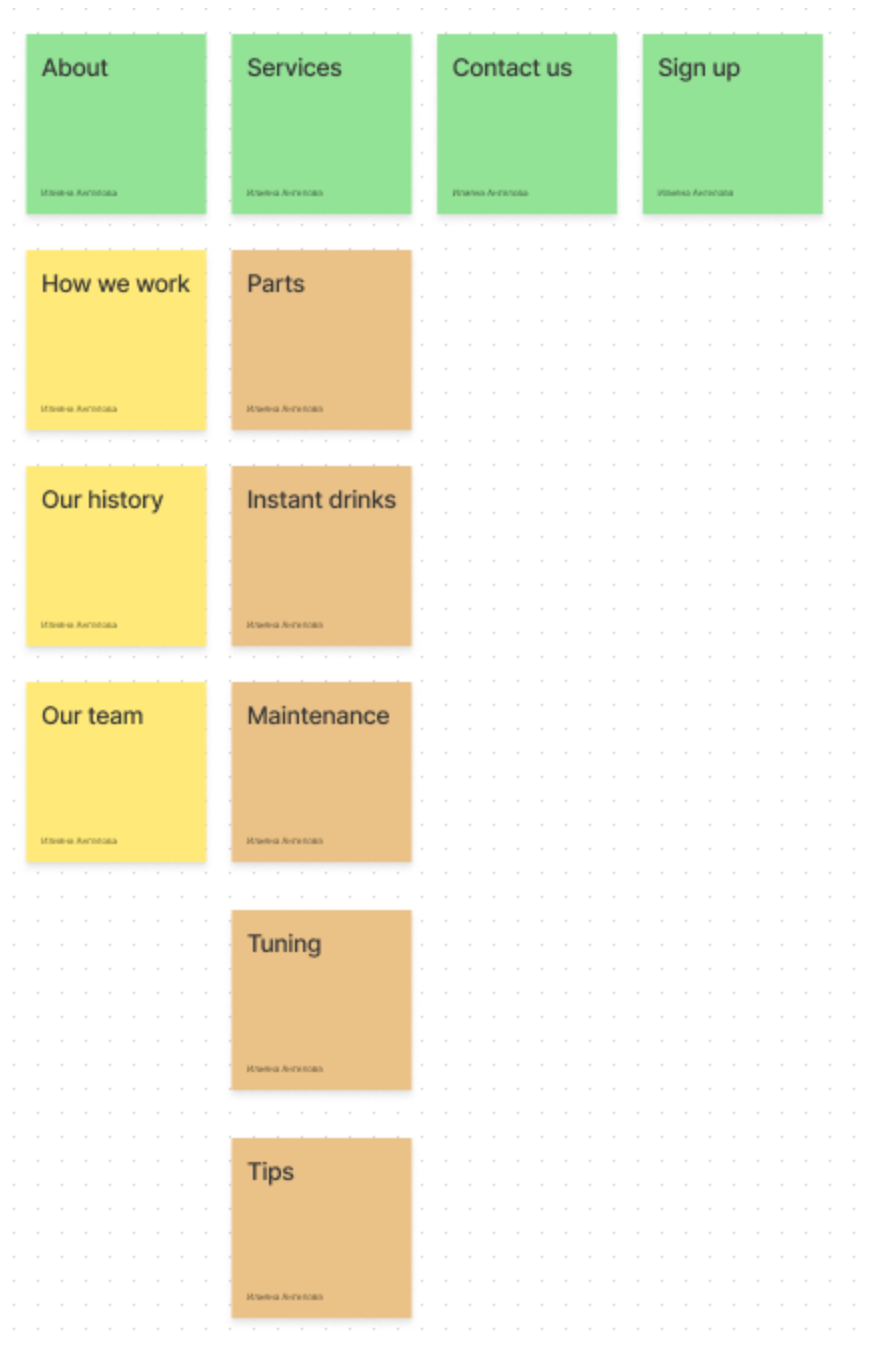
4. Affinity Map

<https://www.figma.com/file/77R7RfGq5UbCAiEIEJkI10/Bianca-Coffee-Affinity-Diagram>



5. Card sorting

<https://www.figma.com/file/d2XUKhvUp5OadZ8EZFoHtX/Bianca-Coffee-Card-Sorting>



6. Site map



7. Personas

Male profile 01



Martin Petrov
28, Vending Machine Owner
Plovdiv, Bulgaria

COFFEE MACHINES
FITNESS WALKS



“I love going on walks and having fun with my friends. I would love to grow my business.”

Bio

Martin is a man between 25-37 years. He likes jobs with flexible working hours and is good at repairing things. The quality of a product is the most important to him. He is interested in growing his business.

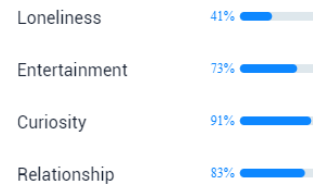
Goals · Interest

- ◆ Find not too expensive parts for his vending machine.
- ◆ Get help with repairs.
- ◆ Buying instant drinks with the best quality and prices.
- ◆ He likes Japanese cars.
- ◆ Going on walks in the nature.
- ◆ Loves drinking coffee.
- ◆ Fitness.

Pain Points · Concerns

- ◆ Too high prices.
- ◆ Not receiving online help with repairs.
- ◆ Missing feedback from clients.
- ◆ Dishonest sellers.
- ◆ Not being able to track his expenses and profit.

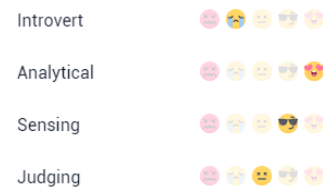
Motivations



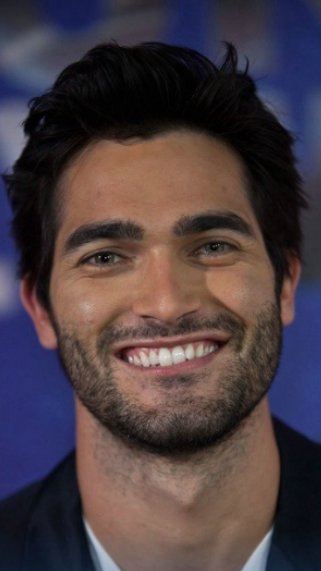
Technology



Personality








Male profile 02



Teodor Nikolov
47, Coffee shop owner
Asenovgrad, Bulgaria

FITNESS COFFEE DOGS
TRAVELLING

“I love meeting new people and making friends. It’s really important for me to try new coffee and tea combinations and to make my customers happy.”

Bio

Teodor is between 42-53 years old. He owns a coffee shop and likes talking with his customers about everything, makes new friends everyday. He loves travelling with his friends and family. He loves trying new coffee combinations and providing his customers a wonderful coffee experience.

Goals · Interest

- ◆ Open another coffee shop.
- ◆ Find the best coffee combinations.
- ◆ Buy quality coffee and instant drinks.
- ◆ Try new things.
- ◆ Going on adventures.
- ◆ Fitness.
- ◆ Talking with people with the same interests.

Pain Points · Concerns

- ◆ Bad coffee.
- ◆ Frowning customers.
- ◆ Not enough information about the country of origin of the coffee.
- ◆ Bad customer service.

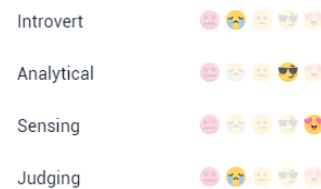
Motivations



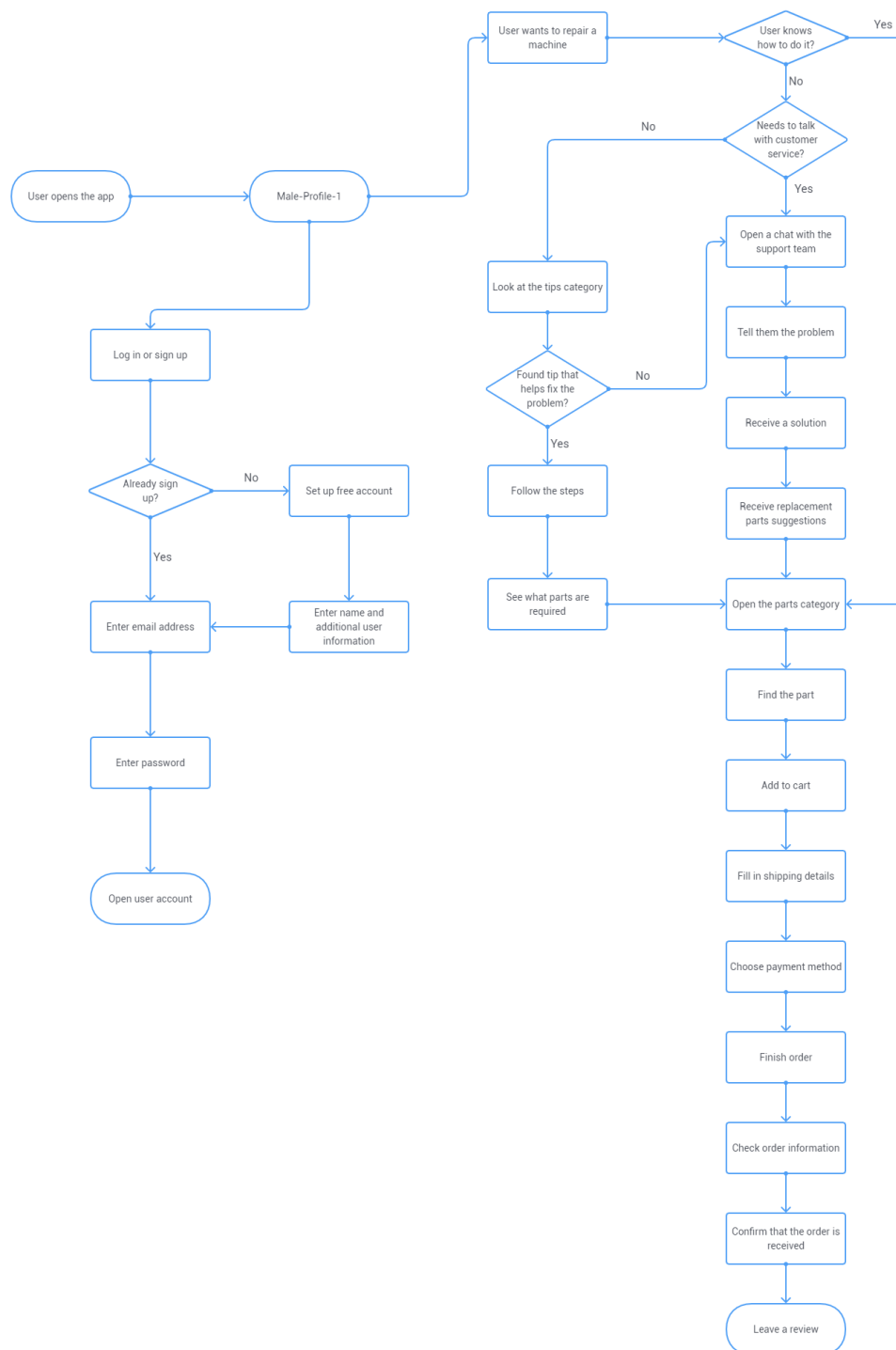
Technology








Personality



8. User Flow chart (Login and repair a machine - get help from customer service and order parts)



9. Customer Journey Map

	Awareness / Discovery	Consideration / Research	Decision / Purchase	Post-Experience	Advocacy
User Actions	<ul style="list-style-type: none"> Ask friends and coworkers Search for coffee in Google Click ads 	<ul style="list-style-type: none"> Browse different competitions Choose Bianca Coffee App 	<ul style="list-style-type: none"> Select repair parts Input payment information 	<ul style="list-style-type: none"> Try the given advice / selected parts 	<ul style="list-style-type: none"> Recommend the platform to friends Give rating online
Touch Points	<ul style="list-style-type: none"> Friend's recommendation 	<ul style="list-style-type: none"> Landing page Promotions Search bar Category page Repair tips Parts page Instant drinks page 	<ul style="list-style-type: none"> Card information Log in/Sign up page Checkout page Payment page Shipping page Order information 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Talk with friends Customer review page
Customer experience	 Neutral	 Neutral	 Hospitable	 Happy	 Love
Pain points	×	× Too many steps to find repair tips page	×	×	×
Ideas to improve	1.	1. Build more effective landing page based on banner add for specific advice 2. Improve navigation through the building of clearer navigation and search options 3. Improve the contacts form for easier way to get help	1.	1.	1.

10. OTI matrix

https://docs.google.com/spreadsheets/d/1eiDNkAgX-k3gYHKPP5MC0dJUir_capTZ8Y7fOrcLgkw/edit#gid=1230838282

Bianca Coffee App OTI Matrix		
Objectives (Цели)	Tasks (Потребителски задачи)	Interfaces (Екрани/Модули/Интерфейсни елементи)
5000 посещения на ден, с престой за повече от 2 минути	Ясна предварителна информация още на началната страница	Него блокове, слайдери, налична възможност за търсене още в началото
23 закупени части на ден	Чрез реклама в социалните мрежи, чрез добри review-та	Различни формуляри за попълване на данни, които са максимално улеснени (auto data filling), добре разработена система от съобщение, екран за потвърждение за поръчката и възможност за проследяване на нейния статус
43 закупени разтворими напитки	Чрез добре разработен процес на закупуване, предоставяне на максимален брой възможности за плащане	Различни формуляри за попълване на данни, които са максимално улеснени (auto data filling), добре разработена система от съобщение, екран за потвърждение за поръчката и възможност за проследяване на нейния статус
17 консултации с наш сътрудник	Безплатни съвети и консултации при възникнал проблем чрез чат, e-mail или телефон	Възможност за връзка на повече платформи (Zoom, Discord, Скайп, мобилен телефон)
37 посещение на страницата със съветите	Предоставяне на решения и конкретни подсказки	Предоставяне на Call-To-Action бутон за показване на съвет чрез модален диалог или конкретна страница
10 нови регистрации	Чрез подтикване за регистрация при checkout, предоставяне на преференции	Изкачащ прозорец с възможност за бърза регистрация
Споделяне на Tips в социалните мрежи	Присъствие в социалните мрежи, През ден да се пускат постове в Мрежата, рекламни кампании с инфлуенсъри	Изкачащ прозорец с възможност а споделяне в социалните мрежи
15 абонамента за профилактика	Предоставяне на преференциални цени, допълнителна безплатна услуга, бонуси	Изкачащ прозорец с допълнителна информация и ползи от абонамента. Бутон за абонамент без регистрация. Dgorpdow с избор на брой профилактики.