

# Bianca Coffee

Курсов проект по Изграждане на уеб интерфейси  
с Bootstrap 5.0 чрез прилагане на основните UX/UI  
принципи и дизайн системи





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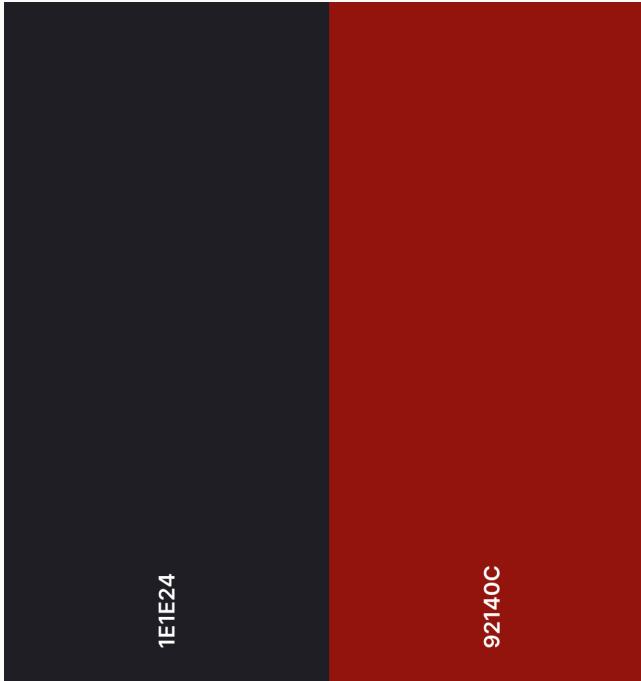


01

## DESCRIPTION

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.

# COLOR PALETTE



BiancaCoffee

coolors



02

## DOCUMENTATION

Diagrams, charts, personas, etc.

# COMPARE TABLE

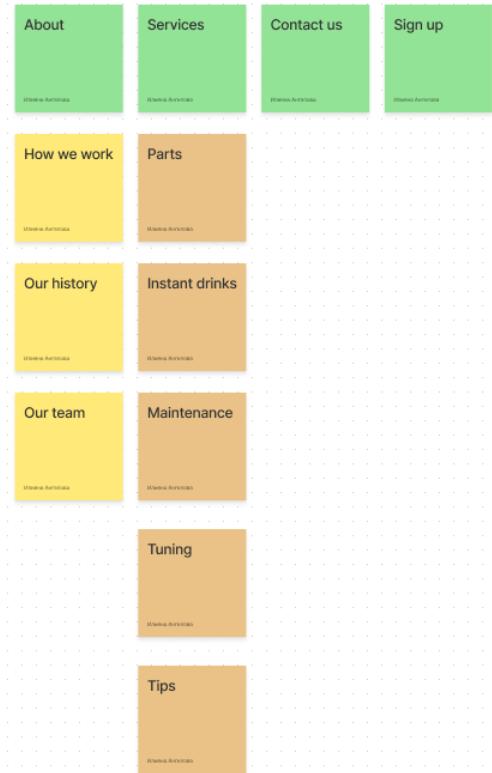
Bianca Coffee Compare Table

Ключови Характеристики / Web Application	Bianca Coffee	CoffeeLand	Enco Vending
Url	<a href="https://www.biancacoffee.com/">https://www.biancacoffee.com/</a>	<a href="https://www.coffeeland-bg.com/">https://www.coffeeland-bg.com/</a>	<a href="https://www.enco-vending.com/">https://www.enco-vending.com/</a>
Цели	<b>Bianca Coffee</b> 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 <b>Coffee Land</b> включва собствен внос и търговия на резервни части и сервис за барово и ресторантско оборудване, вендинг апарати, домашни и офис кафеавтомати, платежни системи и консумативи за тях.	<b>Енко Вендинг</b> 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

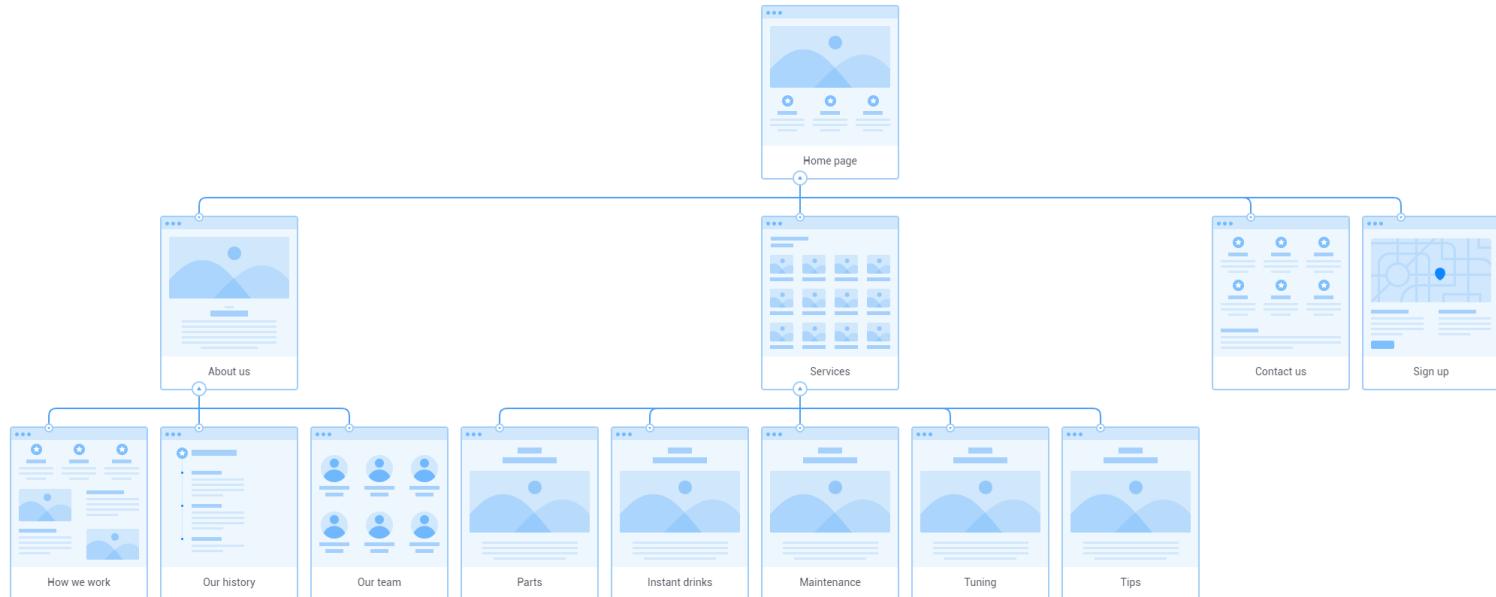
# AFFINITY MAP

# CARD SORTING

Get inspired	Type of services	App Positives
coffeeland-bg.com <small>Business As usual</small>	Selling parts for vending machines and instant drinks <small>Business As usual</small>	24/7 customer service and help <small>Business As usual</small>
enco-vending.com <small>Business As usual</small>	Tips for repairing vending machines <small>Business As usual</small>	Fast loading because of code optimisations <small>Business As usual</small>
	Tuning <small>Business As usual</small>	Checkout with and without registration <small>Business As usual</small>
	24/7 customer service and help with repairs <small>Business As usual</small>	Subscription <small>Business As usual</small>
	Keeping a diary of the purchases <small>Business As usual</small>	
	Maintenance <small>Business As usual</small>	
	Subscription for prophylaxis <small>Business As usual</small>	



# SITE MAP



# PERSONAS



**Martin Petrov**  
28, Vending Machine Owner  
Plovdiv, Bulgaria



“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.

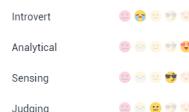
## Motivations



## Technology



## Personality



Male profile 01



**Teodor Nikolov**  
47, Coffee shop owner  
Asenovgrad, Bulgaria



“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.

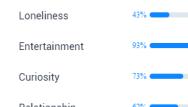
## Goals · Interest

- 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.

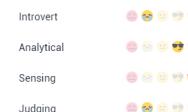
## Motivations



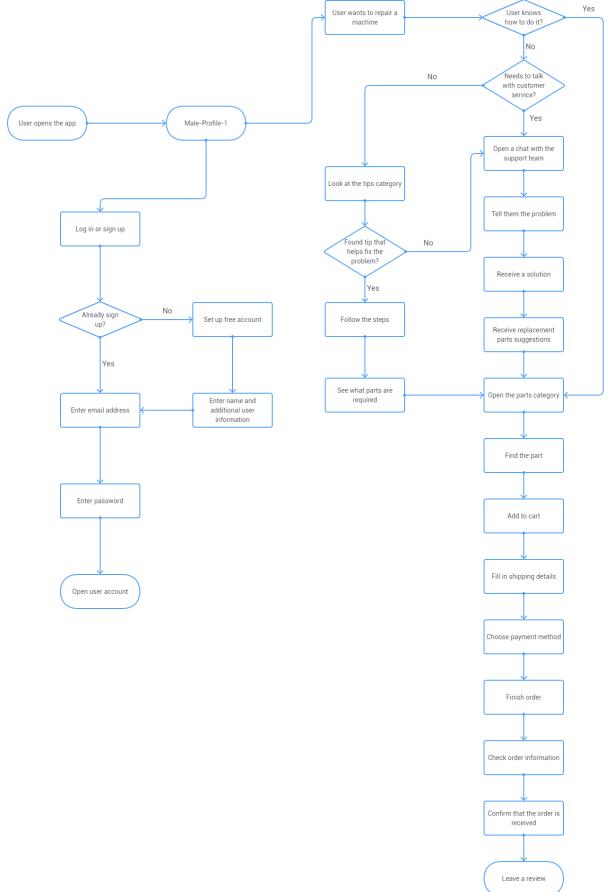
## Technology



## Personality



Male profile 02



## USER FLOW CHART

(Login and repair a machine - get help from customer service and order parts)

# CUSTOMER JOURNEY MAP

	Awareness / Discovery	Consideration / Research	Decision / Purchase	Post-Experience	Advocacy
User Actions	<ul style="list-style-type: none"> <li>Ask friends and coworkers</li> <li>Search for coffee in Google</li> <li>Click ads</li> </ul>	<ul style="list-style-type: none"> <li>Browse different competitions</li> <li>Choose Bianca Coffee App</li> </ul>	<ul style="list-style-type: none"> <li>Select repair parts</li> <li>Input payment information</li> </ul>	<ul style="list-style-type: none"> <li>Try the given advice / selected parts</li> </ul>	<ul style="list-style-type: none"> <li>Recommend the platform to friends</li> <li>Give rating online</li> </ul>
Touch Points	<ul style="list-style-type: none"> <li>Friend's recommendation</li> </ul>	<ul style="list-style-type: none"> <li>Landing page</li> <li>Promotions</li> <li>Search bar</li> <li>Category page</li> <li>Repair tips</li> <li>Parts page</li> <li>Instant drinks page</li> </ul>	<ul style="list-style-type: none"> <li>Card information</li> <li>Log in/Sign up page</li> <li>Checkout page</li> <li>Payment page</li> <li>Shipping page</li> <li>Order information</li> </ul>	*	<ul style="list-style-type: none"> <li>Talk with friends</li> <li>Customer review page</li> </ul>
Customer experience	 Neutral	 Neutral	 Hospitable	 Happy	 Love
Pain points	x	x Too many steps to find repair tips page	x	x	x
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.

# OTI MATRIX

## 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 формулари 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 формулари 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	Бесплатни 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, реклами кампании с инфлюенсъри	Изкачащ прозорец с възможност а споделяне в социалните мрежи
15 абонамента за профилактика	Предоставяне на преференциални цени, допълнителна бесплатна услуга, бонуси	Изкачащ прозорец с допълнителна информация и ползи от абонамента. Бутон за абонамент без регистрация. Dropdown с избор на брой профилактики.

03

## PROJECT



# PROTOTYPE

Линк към Figma:

<https://www.figma.com/file/t2zPcnJRRCDP7D3PJQs2/Bianca-Coffee?node-id=2%3A4>

The image shows two side-by-side prototypes of a coffee shop website, 'Bianca Coffee'. On the left is the mobile version ('index\_mobile'), featuring a top header with a navigation menu, a large image of coffee cups and succulents, and a main section with the headline 'An extraordinary coffee journey' and a call-to-action button 'Give it coffee.'. Below this is a section titled 'Here's what you can do' with tips about coffee taste. At the bottom are two cards: 'Discover our coffee tips' (with a lightbulb icon) and 'Shop products' (with a shopping bag icon). On the right is the desktop version ('index'), which has a similar layout but includes a sidebar with links like Home, About, Services, and Contact Us. It also features a larger image of coffee cups and succulents, a section titled 'Want to make your soul happy?', and a 'Need something for you vending coffee business?' section at the bottom.

# INDEX - LANDING PAGE

Home About Services Contact Us

Bianca Coffee

Sign up

## An extraordinary coffee journey

Find the most fragrant italian coffee and the best instant drinks.

Find everything you need in our parts section and continue making dreams come true.

Instant drinks

Parts



DESKTOP

# CONTACT US

Home About Services Contact Us

Bianca Coffee

Sign up

**We're here to help!**

We value our customers and are always ready to help!  
Feel free to ask us all kind of questions!



DESKTOP

# ADMIN PANEL

Bianca Coffee

Search

Sign out

[Dashboard](#)

[Orders](#)

[Products](#)

[Customers](#)

[Reports](#)

[Integrations](#)

SAVED REPORTS (+)

[Current month](#)

[Last quarter](#)

[Social engagement](#)

[Year-end sale](#)

## Dashboard

Share Export This week ▾

A line chart titled 'Dashboard' showing sales volume over a week. The Y-axis represents sales volume from 12,000 to 26,000. The X-axis lists the days of the week: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, and Saturday. The data shows a general upward trend from Sunday to Friday, followed by a sharp decline on Saturday.

Day	Sales Volume
Sunday	15500
Monday	21200
Tuesday	18500
Wednesday	24000
Thursday	23500
Friday	24000
Saturday	12000

Summary report

DESKTOP

# LANDING PAGE



## An extraordinary coffee journey

Find the most fragrant italian coffee and the best instant drinks.

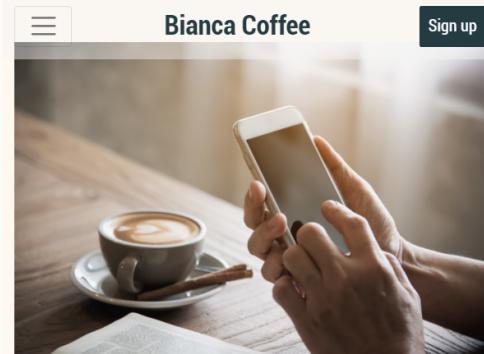
Find everything you need in our parts section and continue making dreams come true.

Instant drinks

Parts

MOBILE

# CONTACT US



## We're here to help!

We value our customers and are always ready to help!

Feel free to ask us all kind of questions!

MOBILE

**Bianca Coffee**

Search

Sign out

Dashboard Share Export This week ▾

A line chart showing daily sales volume. The Y-axis ranges from 12,000 to 26,000. The X-axis shows days from Sunday to Saturday. The data points are approximately: Sunday (15,000), Monday (21,000), Tuesday (18,000), Wednesday (24,000), Thursday (23,000), Friday (24,000), Saturday (12,000).

#	Header	Header	Header	Header
1,001	random	data	placeholder	text
1,002	placeholder	irrelevant	visual	layout
1,003	data	rich	dashboard	tabular

MOBILE

ADMIN PANEL

# THANK YOU!

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