

The image features a white ceramic mug filled with dark coffee, positioned on a light-colored wooden desk. To the right of the mug, a portion of a white computer keyboard is visible. Above the mug, the words "STATEMENT" and "OF INTENT" are written in large, bold, blue capital letters. The overall composition suggests a professional or educational setting.

A white ceramic cup filled with coffee and a spoon, with the text "Get Me Caffeinated!" overlaid.

ARE WE ADDICTED?

- ★ very popular drink
- ★ great variety is unknown
- ★ fundamental knowledge is lacking
- ★ brew at home?

- ★ educate and offer learning tools
- ★ make caffeine "more accessible"
(in its many forms)
- ★ appeal to coffee skeptics
& current users



NO, WE ARE
CAFFEINATED!



Joe Myers
The Undergraduate Student

Background
21 year college student
Has a high proficiency with computers
Doesn't know much about coffee

PRIMARY PERSONA

Goals
Learn the fundamentals necessary to brew a cup of coffee.
Discover new types of coffee drinks.



Background
65 year old
Has seven grandchildren!
Recently began using a computer
Drinks coffee often

Goals
Discover new and unfamiliar types of coffee.

SECONDARY PERSONA

Bob Donaway
The Retired Grandfather



INTERFACE GOALS

Num	Criteria	Importance					Goal				
							Least				
		1	2	3	4	5	Time	Low	Mod	High	Very High
1	Time to learn		x				2 min				
2	Speed of performance	x					30 sec				
3	Avoiding user errors					x	x				
4	Retention over time				x			x			
5	Subjective satisfaction			x				x			

AVOIDING USER ERROR

oops!

Sorry! We could not find any recipes.
Take a chance and try something new - we may have better luck if you change a preference.

5

The cost of errors is low, so this is the least emphasized aspect of the interface. However, when errors do occur, we've tried to make the feedback constructive and have the interface blame the system rather than the user.

RETENTION OVER TIME

4

This goal was not emphasized because we intended the interface to be very quick to learn. However, we have tried to stay close to the user's mental model when possible in order to facilitate this goal. We intended the interface to be as simple as possible, so there would be less for the user to remember.

SUBJECTIVE SATISFACTION

Although simplicity and speed were our main interface goals, we tried to ensure that the interface was also comfortable for the user. We aimed to use friendly, user-centered language, as well as familiar navigation methods to make the user feel at ease when using the interface.

3

TIME TO LEARN

A primary goal: Ensure that the interface is simple enough that a user will pick it up very quickly. User should spend time learning about coffee, not about the interface. To this end, we tried to provide concise explanations of functionality wherever possible. When appropriate, we used familiar features from other websites in order to leverage the user's past web experience.

2

SPEED OF PERFORMANCE

Our primary interface goal was to ensure that users can quickly find resources that interest them. Our users will most likely use the site as a reference, so they should not be impeded when they choose to return to the site. We tried to eliminate excise wherever possible, and in particular, limit navigation. The site was also designed to remember user information, saving the user time during subsequent visits.

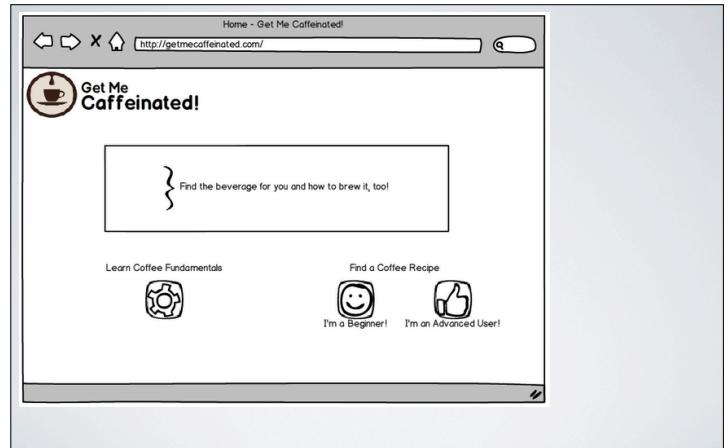
1



MOCK UPS... CHANGE.



THE
DEMO



Test your knowledge - Get Me Caffeinated!

[Get Me Caffeinated!](#)

Home > Fundamentals > Terminology

Coffee Quiz

The magic ingredient that is the base of most highly-caffeinated beverages:

- Aqua
- Milk
- Espresso
- Marshmallows

[Next question](#)

[Learn Coffee Terminology](#)

[Test your coffee knowledge](#)

[Play a matching game](#)

[Get started learning a recipe](#)

[Return to Home Page](#)



Beginner's Questionnaire - Get Me Caffeinated!

[Get Me Caffeinated!](#)

Home > Beginners

Beginner's Questionnaire

Do you like hot drinks, or cold drinks? Hot Cold

How sweet do you like your drinks? Very Somewhat Not very Don't Care

Rank what is most important to you in a drink:

1. Taste
2. Caffeine

[Find my drinks!](#)

Advanced Questionnaire - Get Me Caffeinated!

[Get Me Caffeinated!](#)

Home > Advanced

Advanced Questionnaire

What are your drink preferences?

Temperature: Hot Cold

Caffeine: Espresso Decaf

Sugar: None A lot

[Next Page](#)

ner's Questionnaire

Hot Cold

Very Somewhat Not very Don't Care

drink:

[Find my drinks!](#)



WHAT WE LIKED

NEW TECHNOLOGIES

Github effective for version control and sharing.

Balsamiq easy to create interface mockups

Google+ Hangout easy to have online meetings.

Google Drive great for collaboration

LIKED, NOT SO MUCH

OTHER NEW STUFF

JQuery UI

Widgets difficult to customize and style.

Ambitious prototype

Led to difficulties during development.

FOR NEXT TIME

Framework

Use an established html framework
for more consistent structure + styling

Focus

Less features, perfected, than more
and making them stand out



Thank you.

QUESTIONS?

REFERENCES

available in previous
project submissions