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# Beaver Cocktails

**Made by: Cocktail Crew**

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**Prototype Link:** [Beaver Cocktail Figma Prototype](#)

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*“Conventionally search bars are located at the top of a page rather than the bottom. This is to allow the user who knows what they want to look for the affordance of immediately getting what they want on the app instead of having to look around.”*

Derek — CS352 Student,  
Heuristic Researcher

## Home Screen

This is the first screen a user will see upon entering into the application. The main features provided within this screen include the search bar which lets the user search for a specific cocktail, as well as the “Cocktail of the Day” with the option to add it to their list favorite cocktails.

## User Research / Design Feedback:

1. Searching for a cocktail should be the forefront feature provided to the user.
2. Users should know where they are within the app at all times.
3. Buttons should be recognizable.

## Insights / Main Design Choices:

- Moved the search bar towards the top of the screen.
- Added the navigation bar for easy mapping of a user’s screen state within the app.
- Added symbols to the navigation bar for easier recognition of available features



*“I dislike in [older concept] that the filtering options are not presented with any apparent organization. For my mental model, I would rather options for categories be presented alphabetically.”*

Robert — CS352 Student

## My Bar

This screen appears after selecting the “My Bar” symbol within the navigation bar. After entering into this part of the app, the user is presented with a number of different filters they can toggle to view their inventory in an organized manner.

## User Research / Design Feedback:

1. Filter order should make sense.
2. Filter buttons should be recognized as being clickable.
3. Title of screen should feel personalized to the user.

## Insights / Main Design Choices:

- The order of filters is alphabetical.
- The filter buttons are consistent with each other and have a slight drop shadow to make them appear as if they are popping out at the user.
- Switched the title from “Inventory” to “My Bar” in an effort to convey this part of the app as being personalized/independent to the user.



*“There are a lot of different types of ingredients that could be included within a cocktail. Therefore, the process of adding ingredients to a user’s inventory should be quick and straightforward.”*

Jaiden — CS352 Student,  
Heuristic Researcher

## My Bar [Filtered]

After selecting a filter within the My Bar portion of the app, the user is presented with a scrollable list of items they’ve added to their inventory.

## User Research / Design Feedback:

1. Subgroups of filtered ingredients should be taken into account.
2. Toggled filtered ingredients need to be apparent to the user.
3. Navigating through all of the available ingredients needs to be unambiguous.

## Insights / Main Design Choices:

- Filtered ingredients are displayed in subgroups to better allow the user to navigate through them all.
- Toggled filter buttons change color as they are pressed.
- Both the individual ingredients and their subgroups can be scrolled through and selected immediately after a filter is selected.



*“It’s not very clear that these are the drinks I can make vs any recipe...”*

Trae — 32 years, male

## What Can I Make?

This screen shows the cocktails that a user can make once they’ve added ingredients to their bar. The intended functionality of this feature is to first recommend drinks that the user has all the ingredients for, followed by drinks the user has decreasing amount of ingredients for.

## User Research / Design Feedback:

1. Design needs to have a preview and a short description to entice the user (like Netflix previews).
2. Originally called Recipes – design feedback was that was too vague.

## Insights / Main Design Choices:

- Changed Recipes to What Can I Make in order to leave zero ambiguity as to what the page is showing.
- Previews of drinks allow the user to see ingredients as well as presentation.
- Each recipe gets the same amount of screen share despite number of ingredients.



*“The add functionality is nice to save recipes that you want to try for later”*

Shelby — 29 years, female

## Recipe Card

A basic screen to show the user how to make the drink. It has a list of ingredients and guide on how to mix them.

## User Research / Design Feedback:

1. Screen has to be efficient and zero “fluff”. The user doesn’t need a life story in order to enjoy the drink.
2. A professionally made drink picture is vital to show the user how the “pros” do it.

## Insights / Main Design Choices:

- The add button allows the user the affordance to save the recipe. The button has an associated state to allow them to un-save the recipe as well.
- Not every page of the app has a back button, but we felt it vital to include one on the recipe page to allow the user quick navigation from recipe to recipe.
- Large picture to capture the user’s attention



*“I like that you can save the recipes you like, it would make me want to continue using the app instead of just using it once.”*

Jill — 22 years, female

## My Favorites

Similar functionality to the “What can I Make” tab, but this is to allow the user to save recipes they like or want to try. Recipes will stay in this tab regardless of the ingredients in “My Bar”

## User Research / Design Feedback:

1. Originally name “Favorite Recipes” but we received feedback that it was slightly confusing having two tabs with “recipes” in the name.
2. List should be easily navigable.
3. Users should be able to distinguish between recipes without tapping them.

## Insights / Main Design Choices:

- Renamed to “My Favorites” based on feedback.
- Designed to have previews and ingredient reminders to maintain a standard throughout the app.
- Each recipe gets the same amount of screen share despite number of ingredients.





*“I want to be able to save my drinks that I made and save my ingredients. I don’t want to have to enter that multiple times.”*

Jeremy — CS352 Student,  
Heuristic Researcher

## Add to My Bar

The purpose of this screen is to be able to develop and continually add to a set of ingredients. The user can use this to save ingredients they enjoyed using or ingredients they use often.

## User Research / Design Feedback:

1. Being able to save ingredients is a desired feature shared by more than one researcher/participant.
2. The ability to quickly see examples of ingredients keeps the user from having to memorize features.

## Insights / Main Design Choices:

- Based on feedback, it was clear that users want to have a clear and concise inventory feature, which is what this design allows.
- The buttons were made big and bright compared to the background for better usability and signaling.





*"I would like there to be labels under each of the icons for better usability....."*

Christopher — CS352  
Student, Heuristic  
Researcher

## Add to My Bar [Filtered]

Having the ability to filter the results allows the user to have more control over the experience using the application. This offers them the ability to filter in or filter out certain ingredients.

## User Research / Design Feedback:

1. Users clearly stated they wanted control over the recipe making process.
2. Users were clear in the feedback that they needed a way to save their progress.
3. Based on the feedback, making the icons as clear as possible was helpful.

## Insights / Main Design Choices:

- When adding items to the bar, it is helpful to have clear examples of what one is adding. This helps create a signifier.
- While the team was not able to label each icon, as Christopher suggested, the filtered section is well labeled and lends itself to his feedback.



*"The ability to scan the beer is there but then it is not readily apparent where the recipe or options for recipes would be for the scanned item."*

Jeremy — CS352 Student,  
Heuristic Researcher

## Add to My Bar [Barcode Scanner]

The barcode scanner allows even more functionality for the user as they can now more conveniently add ingredients by simply scanning the barcode. This affordance is a key feature and truly makes the experience different than many other offerings in this space.

### User Research / Design Feedback:

1. The barcode scanner has to be easy to use and easy to understand.
2. The scanner feature has to work without error.
3. The scanner feature has to be able to save additions of ingredients.

### Insights / Main Design Choices:

- The lead designer made the scanner simplistic and easy to use.
- He also made it such that it would save the ingredients after you scan the item.
- The scanner works flawlessly to detect items, which leads to reduction of user error.