# coffeehouse

hasti

# Project overview

**The product:**

The product is a coffee website for ordering coffee in a fast way and make the others time fun with coffee and cake.

**Project duration:**

1 december to December 6

# Project overview

**The problem:**

For people who has a busy schedule .

**The goal:**

This  website  allows the users to  easily order with fast delivery.

# Project overview

## My role:

 UX designer designing the  website

## Responsibilities:

List the  conducting interview,  paper and digital wireframe,low-fidelity prototype,conducting usability study.

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# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

Google

# User research: summary

I conduct interview and empathy map to understand the users.
User always comes first. I am designing for them and i realized that through the research
For design an website
Design an  website for people who has a busy schedule and no time for making coffee or cake.
.

# User research: pain points

**1**

**time**

Busy schedule.for adults
and young people.

**2**

**accessibility**

Apps for ordering
Are not enough fast.

**3**

IA

Many text instead of
photos and unnecessary
animation.

Google

# Persona: **Adam**

**Problem statement:**

Adam is a photographer who needs multiple drinks and cake in a fast way because he spent his time with his colleague for working.

`see the world in a different way through my camera`

**Scenario**

He lives with her wife in a small house. He spends most of his time with his colleagues editing photos and talking about their work so, their order many different coffee and cakes but previous the app didn't match his desire

Adam

**Age:** 32

**Education**: Master in photography

**Hometown:** San Francisco

**Family:** Married

**Occupation:** Photographer

**Goals**

- Ordering many drinks for friends and colleagues
- fast delivery and fresh drinks

**Frustrations**

- many texts in an app instead of photos of a drink
- Expensive coffee
- Not have snacks

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# User journey map

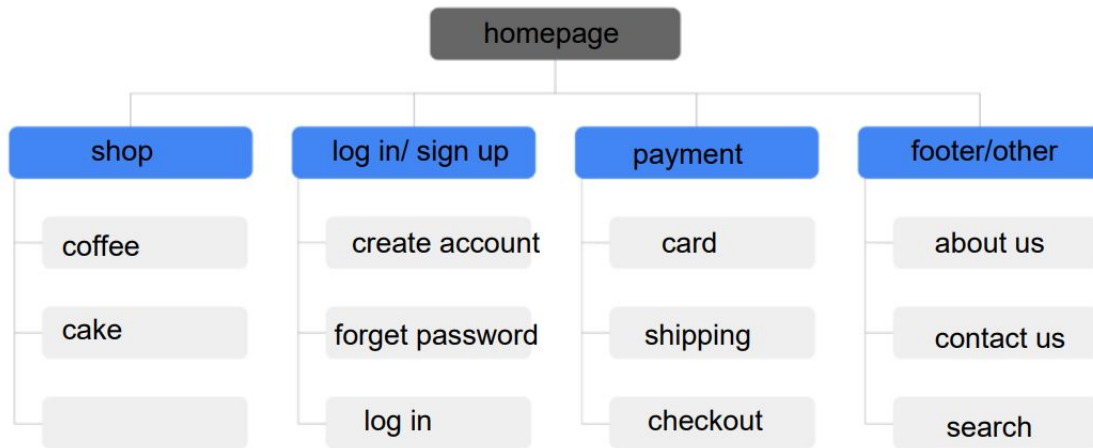 this user journey map shows that the app could more helpful for adam.

**Persona:  Adam**

Goal: Insert goal

| ACTION | Select coffee app | Brows menu | Place order | Complete order | Pick up order |
|---|---|---|---|---|---|
| **TASK LIST** | A.  ask from his colleague<br>B. select few coffee | A. browse online menu<br>B. select menu item<br>C. select snacks | A. located adress<br>B. place the order | A. confirm order<br>B. provide payment information | A. pick up the coffees and snacks<br>B. tip employee |
| **EMOTIONS** | Accurate to find an app<br>Excited to find a coffee of choice and some cakes | Annoyed by lots of text instead of photo | Confuesd to filled the inputs | Happy to not waist time to go to the coffee shop | Happy to drink the coffee and eat cakes  with his colleague |
| **IMPROVEMENT OPPORTUNITIES** | | Add photos instead of text and make it more attractive | Save the informatons | | Include a rewards Discounts for bulk purcases |

Google

# Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
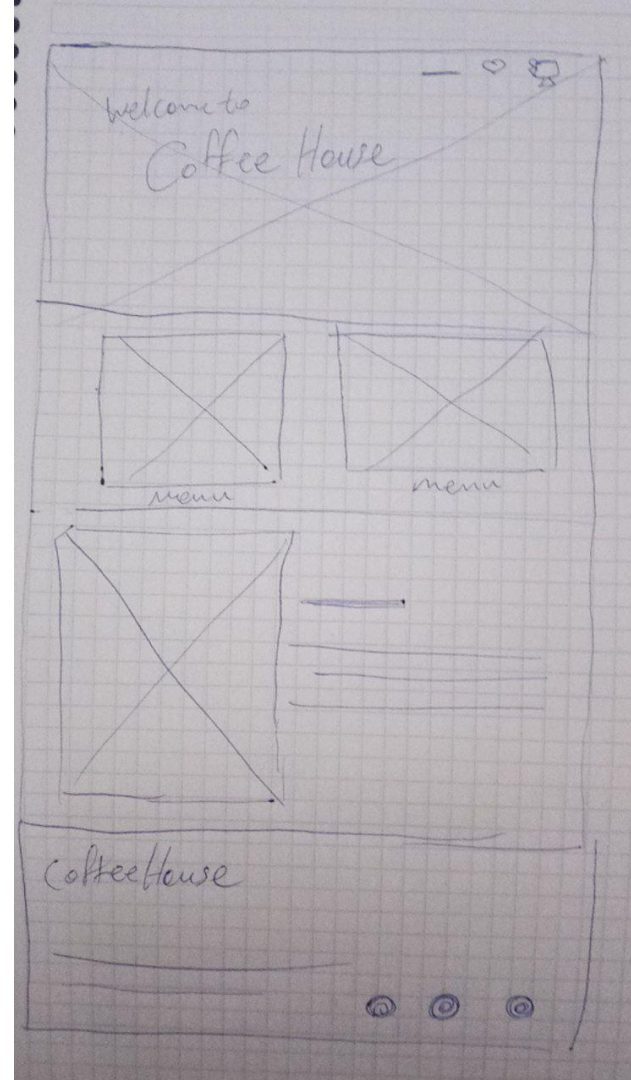- Low-fidelity prototype
- Usability studies

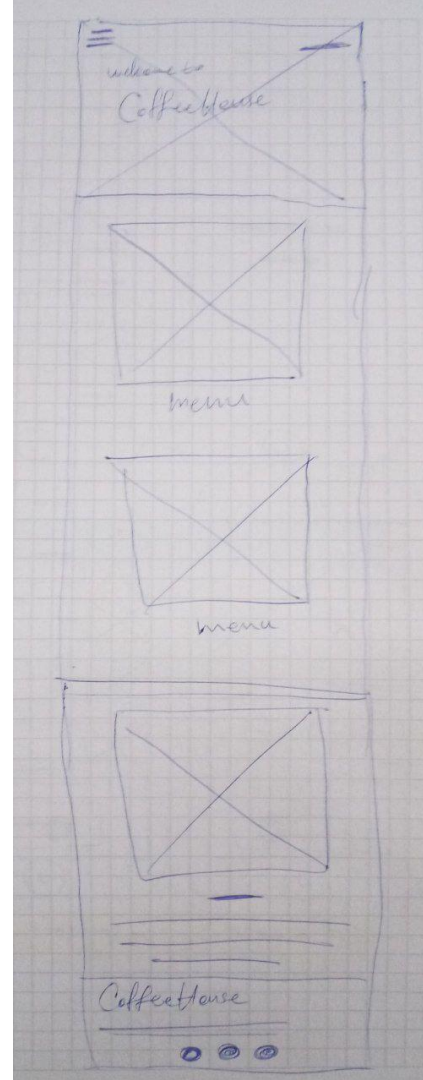Google

# Sitemap

This sitemap shows the features of the website.

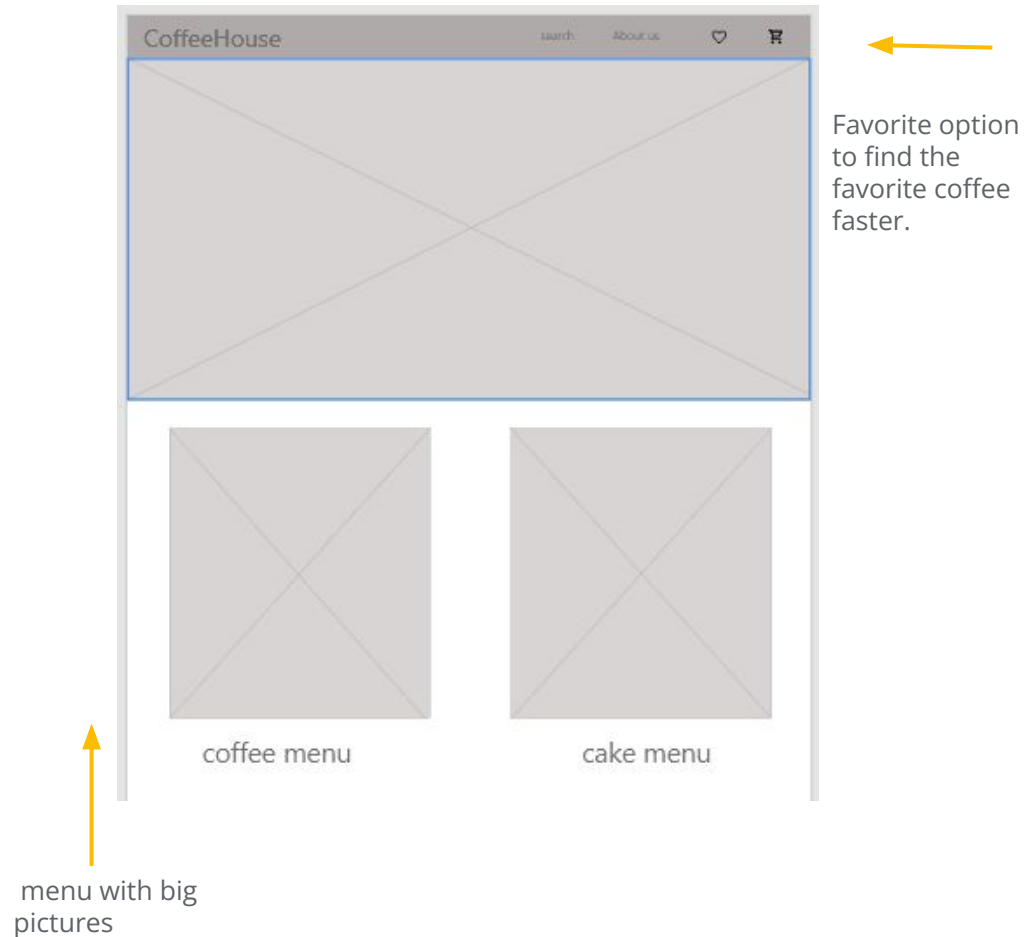# Paper wireframes

[ here is a paper wireframe '

# Paper wireframe
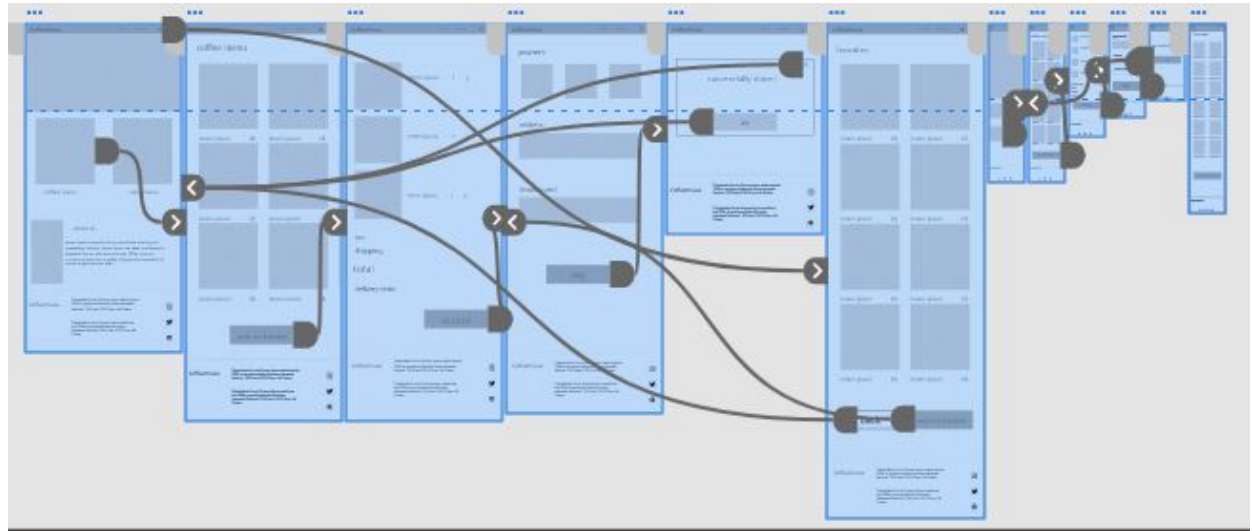# screen size variation(s)

This a screen variation for

mobile phone.



Google

# Digital wireframes

I tried to add two option in my design to make it more easy and faster.

CoffeeHouse    search    About us    ♡    🛒

Favorite option to find the favorite coffee faster.

coffee menu

cake menu

menu with big pictures

Google

# Low-fidelity prototype

https://xd.adobe.com/view/cdb11
6f5-183c-4617-b803-ff944f321e88
-98e2/



Google

# Usability study: parameters

**Study type:**

Unmoderated usability study

**Location:**

Australia, remote

**Participants:**

5 participants

**Length:**

10-15minutes

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# Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

**1**

**Finding**

Users want faster ordering

**2**

**Finding**

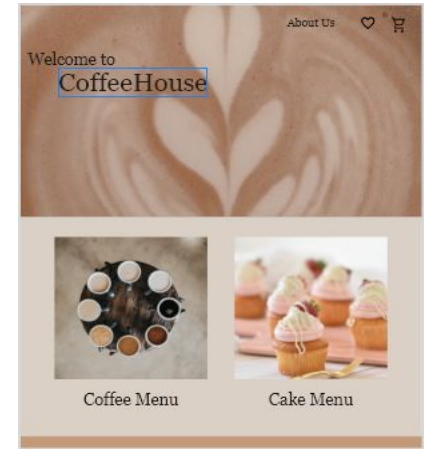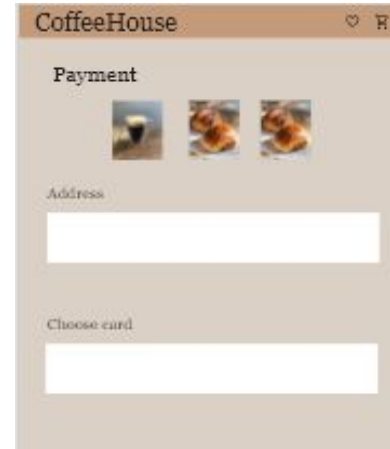Users want less animation

**3**

**Finding**

Obvious for users who not familiar with ordering process

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# Refining
the design

- Mockups

- High-fidelity prototype
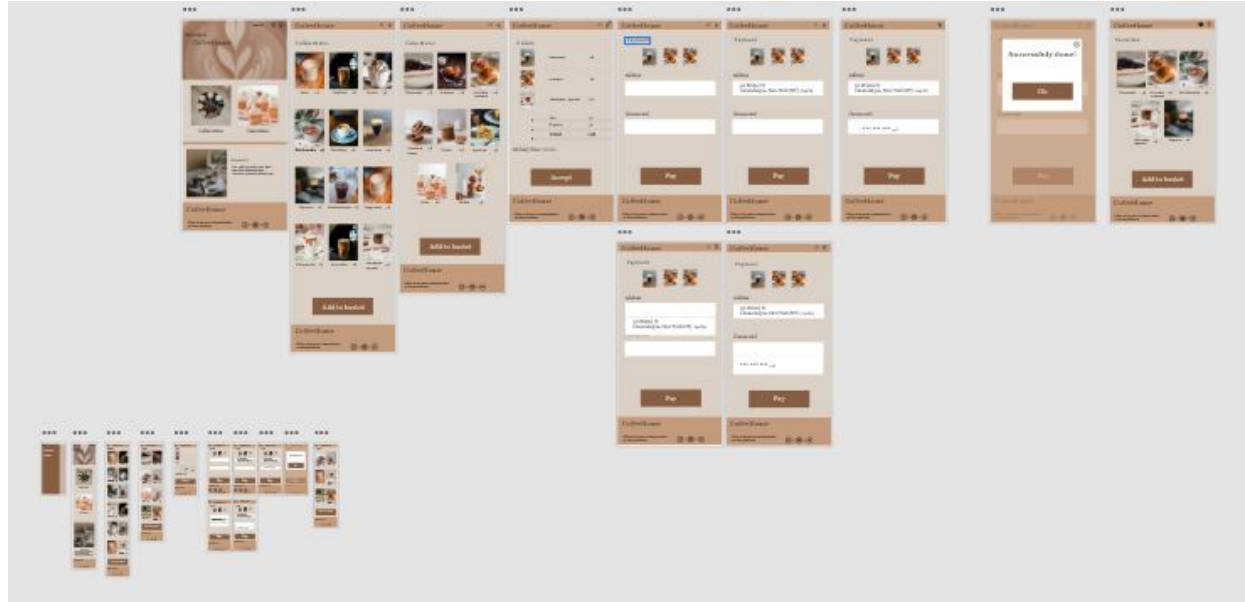
- Accessibility

Google

# Mockups: Original screen size

# Mockups: Screen size variations

# High-fidelity prototype

https://xd.adobe.com/view/cdb116f5-183c-4617-b803-ff944f321e88-98e2/

# Accessibility considerations

**1**

IUsed pictures to show the items well.

**2**

Used icon and text.

**3**

Used dropdown. .

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# Going forward

- Takeaways
- Next steps

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# Takeaways

**Impact:**

this  website  will help people to order easy and the item will be fresh because of fast delivery.

**What I learned:**

In this project i learned a lot of things but the bold one was that the users wants an app  or website which they can trust it.

# Next steps

**1**

Receive feedback and comments in figma and analyzed them.

**2**

Take test to m family and friends to understand their feelings about my website.

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# Let's connect!

Thank you so much for your time to see the  CoffeeHouse website.. I appreciate  that.

Here is my email address [hasti.aghaei2003@gmail.com](mailto:hasti.aghaei2003@gmail.com)  if you like to keep in touch with me.

Google