A social app to customize your coffee shop
drinks and track calorie & nutrition intake

CalPal

Henry Ghazanchian

Based on the same data as the sister app *MindfulBean*

Project Overview

The Problem: The health conscious daily coffee shop drinkers aren't always aware of all the calories and nutrition in their drinks and they do not have easy means to customize drinks for healthier options.

The Solution: Enhance the joy of ordering and receiving coffee shop drinks for health conscious users by helping them substitute ingredients with healthier options and track the calorie and nutrition intake from their drinks.

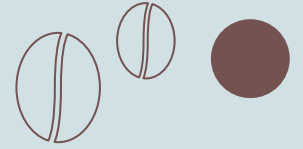**My Role:** UX Designer

Tools: miro · Whimsical · StoryboardThat

Hypothesis

We believe that people between the ages of 35–50 need help to feel better about ordering their daily coffee drinks and that we can help them reduce guilt by enabling them to be more health conscious.

Meet Kateryna

[Miro Board](#)

Kateryna loves coffee drinks and boost her energy with them throughout the day. She visits coffee shops multiple times daily and likes to try new drinks. She doesn't want to ingest too many calories through beverages since she is health conscious and has weight goals. She wants to be able to track her calorie and nutrition intake from her drinks.
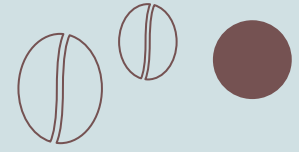
Interviews & User Survey

Interview Transcripts

Interview Recordings

"I would really like to know the calories, especially whether they use caramel or OAT milk. Caramel just has a lot of SUGAR and milk could have good amount of fat"
- TK

Survey

Responses

At 67 Responses

64% wished they could easily calculate nutrition of their drink

73% care most about sugar content while 60% care about calorie intake

81% prefers coffee drinks under 250 Cal while 57% wants under 100 Cal

Affinity Diagram Process

Maggy

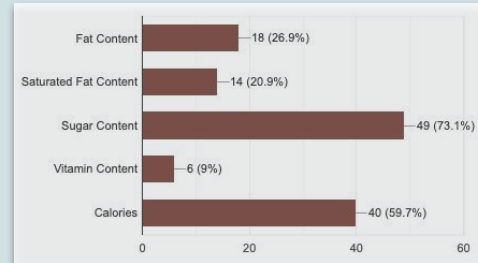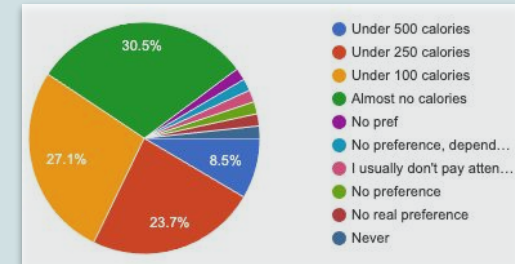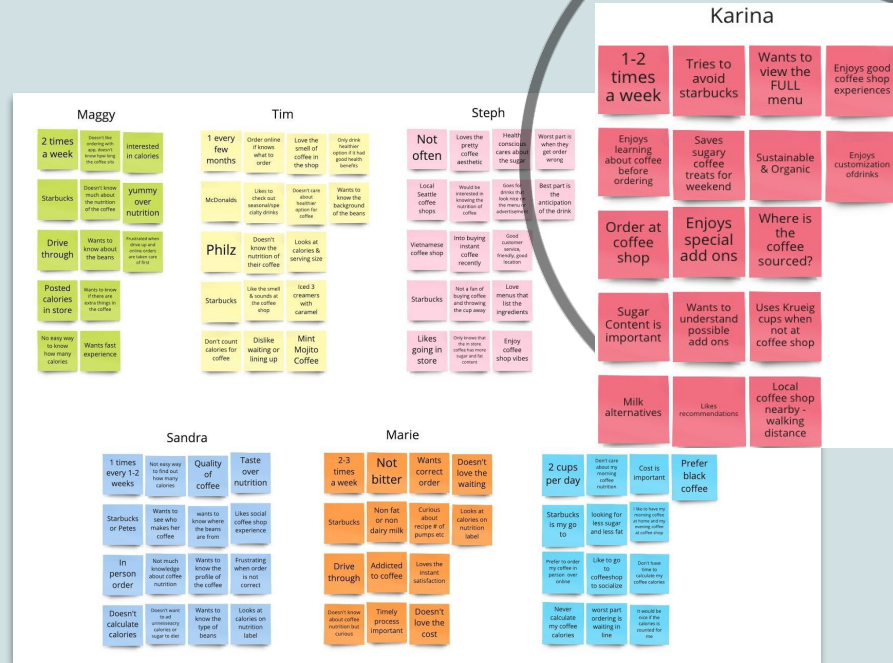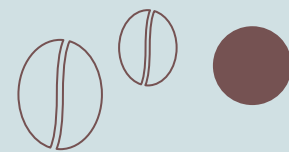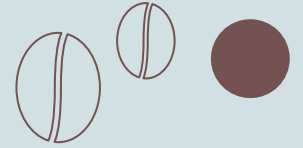|		
2 times a week	Doesn't like ordering with app, doesn't know how long the coffee sits	interested in calories
Starbucks	Doesn't know the nutrition of the coffee	yummy over nutrition
Drive through	Wants to know about the beans	Frustrated when drive up and online orders are taken care of first
Posted calories in store	Wants to know if there are extra things in the coffee	
No easy way to know how many calories	Wants fast experience	

Tim

1 every few months	Order online if knows what to order	Love the smell of coffee in the shop	Only drink healthier option if it had good health benefits
	McDonalds	Likes to check out seasonal/spe cialty drinks	Doesn't care about healthier option for coffee	Wants to know the background of the beans
Philz		Doesn't know the nutrition of their coffee	Looks at calories & serving size
Starbucks	Like the small & sounds at the coffee shop	Iced 3 creamers with caramel
Don't count calories for coffee	Dislike waiting or lining up	Mint Mojito Coffee

Steph

Not often	Loves the pretty coffee aesthetic	Health conscious cares about the sugar	Worst part is when they get order wrong
Local Seattle coffee shops	Would be interested in knowing the nutrition of coffee	Goes for drinks that look nice on the menu or advertisement	Best part is the anticipation of the drink
Vietnamese coffee shop	Into buying instant coffee recently	Good customer service, friendly, good location	
Starbucks	Not a fan of buying coffee and throwing the cup away	Love menus that list the ingredients	
Likes going in store	Only knows that the in store coffee has more sugar and fat content	Enjoy coffee shop vibes	

Karina

1-2 times a week	Tries to avoid starbucks	Wants to view the FULL menu	Enjoys good coffee shop experiences
Enjoys learning about coffee before ordering	Saves sugary coffee treats for weekend	Sustainable & Organic	Enjoys customization ofdrinks
Order at coffee shop	Enjoys special add ons	Where is the coffee sourced?	
Sugar Content is important	Wants to understand possible add ons	Uses Krueig cups when not at coffee shop	
Milk alternatives	Likes recommendations	Local coffee shop nearby - walking distance	

Sandra

1 times every 1-2 weeks	Not easy way to find out how many calories	Quality of coffee	Taste over nutrition
Starbucks or Petes	Wants to see who makes her coffee	wants to know where the beans are from	Likes social coffee shop experience
In person order	Not much knowledge about coffee nutrition	Wants to know the profile of the coffee	Frustrating when order is not correct
Doesn't calculate calories	Doesn't want to eat unnecessary calories or sugar to diet	Wants to know the type of beans	Looks at calories on nutrition label

Marie

2-3 times a week	Not bitter	Wants correct order	Doesn't love the waiting
Starbucks	Non fat or non dairy milk	Curious about recipe # of pumps etc	Looks at calories on nutrition label
Drive through	Addicted to coffee	Loves the instant satisfaction	
Doesn't know about coffee nutrition but curious	Timely process important	Doesn't love the cost	

2 cups per day	Don't care about my morning coffee nutrition	Cost is important	Prefer black coffee
Starbucks is my go to	looking for less sugar and less fat		I like to have my morning coffee at home and my morning coffee at coffee shop
Prefer to order my coffee in person over online	Like to go to coffeeshop to socialize	Don't have time to calculate my coffee calories	
Never calculate my coffee calories	worst part ordering is waiting in line	It would be nice if the calories is rounded for me	

Affinity Diagram

Nutrition & Calories

No easy way to know how many calories

Doesn't know about coffee nutrition but curious

It would be nice if the calories is counted for me

interested in calories

Saves sugary coffee treats for weekend

Looks at calories & serving size

Would be interested in knowing the nutrition of coffee

Not easy way to find out how many calories

Doesn't know the nutrition of their coffee

Don't have time to calculate my coffee calories

Health conscious cares about the sugar

Sugar Content is important

Doesn't want to ad unnessesary calories or sugar to diet

looking for less sugar and less fat

Only drink healthier option if it had good health benefits

Non fat or non dairy milk

Milk alternatives

Doesn't know much about the nutrition of the coffee

Looks at calories on nutrition label

Looks at calories on nutrition label

Store Order & Delivery

Frustrated when drive up and online orders are taken care of first

Dislike waiting or lining up

Doesn't love the waiting

Timely process important

Loves the pretty coffee aesthetic

Wants fast experience

Frustrating when order is not correct

Wants correct order

worst part of ordering is waiting in line

Sustainability & Background

Wants to know the background of the beans

Sustainable & Organic

Wants to know about the beans

wants to know where the beans are from

Enjoys learning about coffee before ordering

Not a fan of buying coffee and throwing the cup away

Where is the coffee sourced?

Wants to know the type of beans

Wants to know the profile of the coffee

Ingredients & Recipe

Love menus that list the ingredients

Curious about recipe # of pumps etc

Wants to understand possible add ons

Wants to know if there are extra things in the coffee

Wants to view the full menu

Likes to check out seasonal and specialty drinks

Enjoys customization of drinks

Frequency

2 times a week

2-3 times a week

1-2 times a week

1 times every 1-2 weeks

1 every few months

2 cups per day

Not often

Empathy Map

Think and feel?

Will I gain wight with drinking this coffee?

How will they make my coffee?

Feel refresh

Should i customize for healthier options?

It wakes me up

Would love to see the list of ingredients

Excited for their drink

Hear?

Other people's orders

Barista making the coffee

Coffee shop music

Other people chatting while hanging out

baby crying

NPR on the radio

See?

Any new specialty/ seasonal drinks

A coffee menu

People working on their laptops

Thermal to-go mugs and cups

Limited details on the coffee menu/recipes

new drinks on the menu

Say and do?

What are your milk options?

How many pumps are in this size?

Is there any sugar alternatives?

Can I get honey instead of sugar?

Asks what's in the "caramel latte?"

What kind of roast?

Can you reduce the syrup?

Pain

Not knowing what's in the drink

Not knowing the exact calories count

Not knowing the ingredient alternatives

Nutritional facts and details, percentages

Not getting the order correct

Having to wait too long

Gain

Being able to calculate the calories

A very detailed menu & ingredients

Customization and personalization

Description of the different roasts

Feeling fresh, waking up

Miro Board

8

User Insight

Kateryna, a coffee enthusiast, needs to customize her coffee shop drinks and track her calorie and nutrition intake during her frequent cafe visits because she wants to have a healthier diet and maintain her weight goals while enjoying her favorite energy boosting drinks.

Problem Statement

The health conscious daily coffee shop drinkers aren't always aware of all the calories and nutrition in their drinks and do not have easy means to customize drinks for healthier options. We enhance the joy of ordering and receiving coffee shop drinks for users by helping them substitute ingredients with healthier options and track the calorie and nutrition intake in order to maintain their weight goals and have a healthier diet while enjoying their favorite drinks.

Features

✓ I wish I could customize my drinks easily to match my calorie & nutrition needs

✓ I wish I could track calorie & nutrition intake from my drinks

✓ I wish my friends would be able to try my customized drinks

✓ I wish I could rate and take notes about my customized drinks

Miro Board

UX Scenario

Kateryna has discovered the CalPal app from a barista at a coffee shop while she was trying to decide what to order as a helathy drink within her desired calorie intake. She wants to know whether she can customize her drink with healthier options while tracking the total calorie count and having insights to nutritional facts. She downloads the app and wants to find this cafe on CalPal before deciding if she wants to continue with her order.

Goals

- Download the app
- Find the Cafe on the app
- Find the customizable drinks cafe offers
- Find out calorie and nutrition details of the drinks
- Find out how she can customize drinks to her needs

Kateryna
Age: 32
Sex: F
Occupation: Financial Consultant

The Experience

1 Kateryna just finished a long customer appointment and wants to treat herself to a energy boosting coffee drink. But she wants her coffee drink to be on the healthier side and under her desired calorie count.

2 She talks to barista about CalPal but she is skeptical that it will give her enough flexibality to customize her drink and list calorie and nutrition facts of her customized drink

3 Kateryna scans the QR code from the board to be taken to app store. She is still feeling skeptical that this app will let her do what she wants to.

4 She finds the app, downloads and opens the app. She thinks "That was easy and it looks promising. Hopefully I will enjoy my coffee drinks without feeling guilty." She decides to create an account in the app.

5 She navigates coaching screens, likes the feel of the app so far and she feels she might be in the right place.

6 She allows loation data sharing because she feels finding out nearby cafes in collaboration with the app will help her have healthier drinks.

7 The app finds her exact location and highlights customizable drinks with detailed calorie counts and nutritional facts. Her excitement level increases, she is even happier.

8 She picks a customizable drink, substitutes cream with oat milk, reduces the amout of sugar by half and orders her drink. Even better, she saw the total calorie count as well as nutrition facts while customizing the drink. She is happy and feels great about her decision about downloading CalPal.

1 Excited about being done with the meeting. Ready to get an energy boosing coffee drink.

2 Skeptical downloading this app will help.

3 Still skeptical but curious enough to download the app

4 Hopeful. This is looking more promising

5 Trust is building

6 Confident

7 Happy that she decided to try this new app

8 Super happy to find CalPal and plans to use it regularly

Kateryna loves coffee drinks and boost her energy with them throughout the day. She visits coffee shops multiple times daily. She likes to try new drinks. She does not fully wake up before having the first cup of her coffee drink.

She is all about healthy diet and has strict weight goals. Often it is difficult to choose her drink as she can not control/track calories and nutrition in them. She wants to enjoy her coffee drinks without feeling guilty.

One of those mornings, barista suggests her to check out CalPal app that can help her customize drinks and track calorie/nutrition intake. Many cafes collaborate with the app, providing calorie counts. She downloads the app.

She creates an account, shares location and enters her preferred weekly calorie allowance. CalPal is ready and lists coffee shops nearby in collaboration. She is very happy that app will also track calorie and nutrition intake.

Next visit to her favorite cafe, app suggests drinks within her calorie allowance from the shop and from her favorites. She customizes a bit more to make it even healthier and low in calories. She is happy it was super easy.

Kateryna feels fresh and happy after finishing her drink. She definitely enjoyed without feeling guilty. She rates it, saves to her favorites. She then shares it with her close friend Henry in case he is in search of a tasty coffee drink minus the guilt.

User Flow
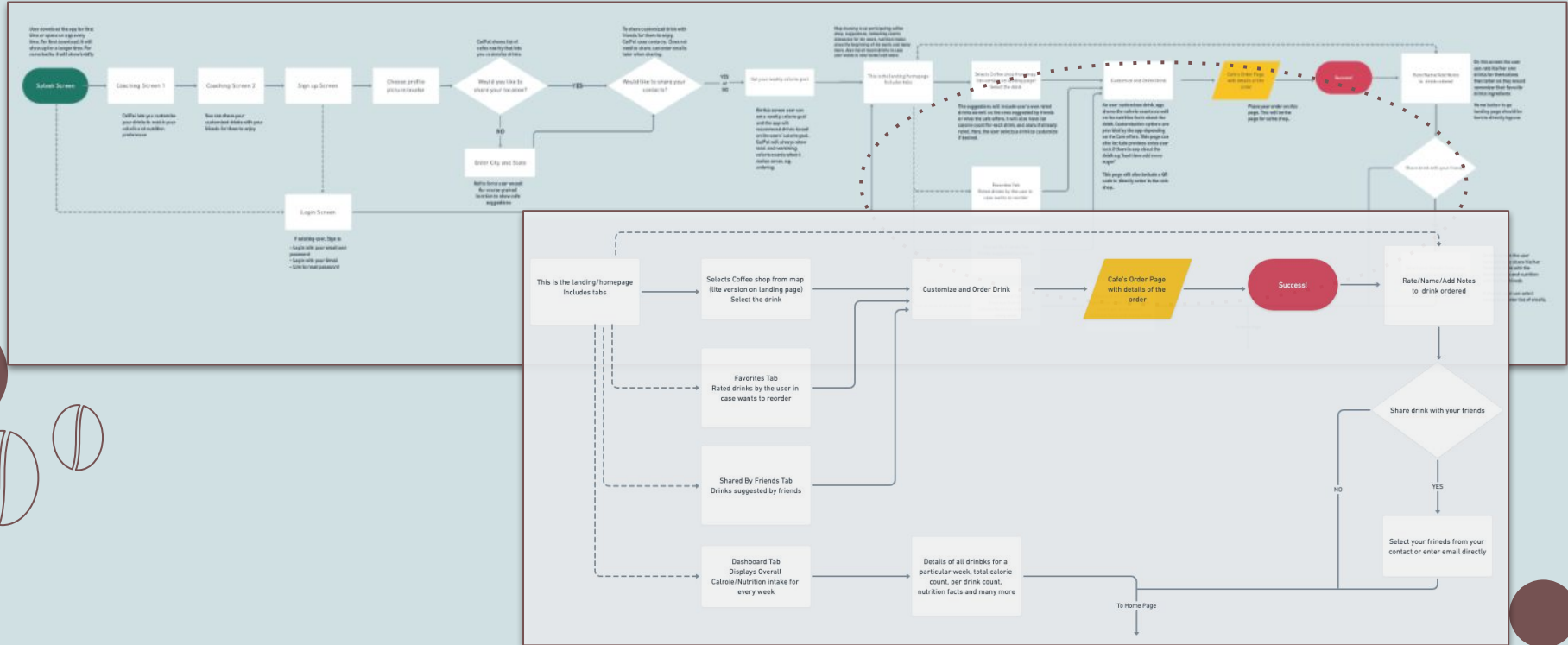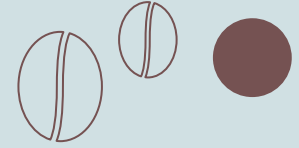
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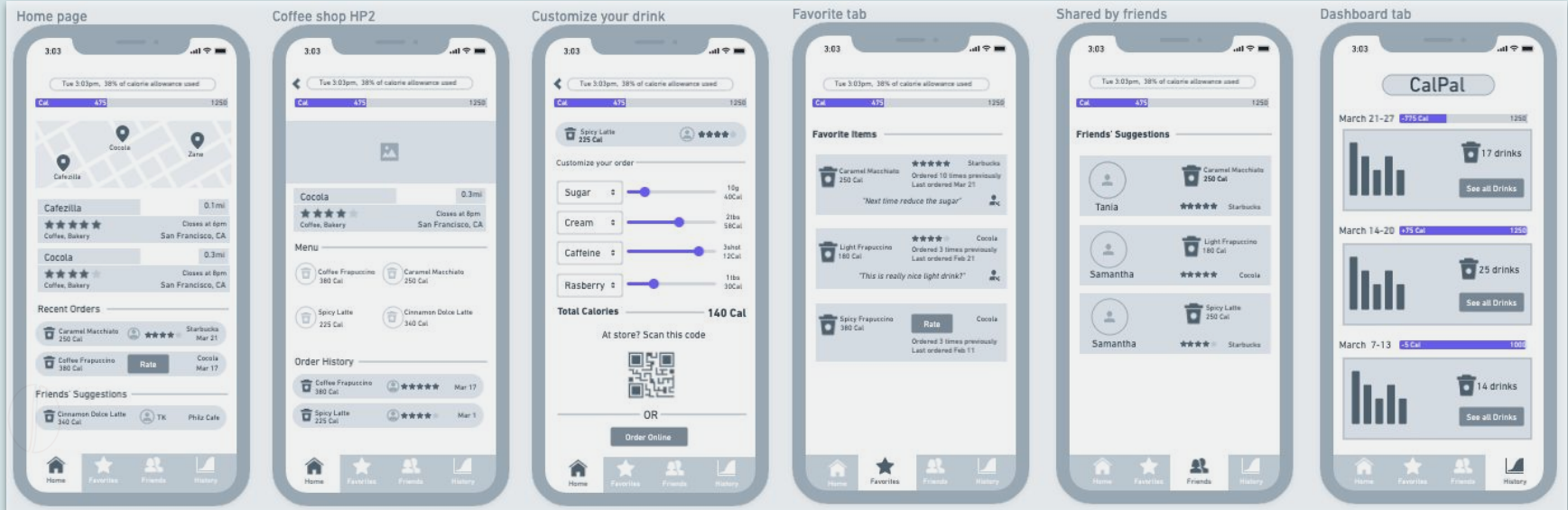
Whimsical Link

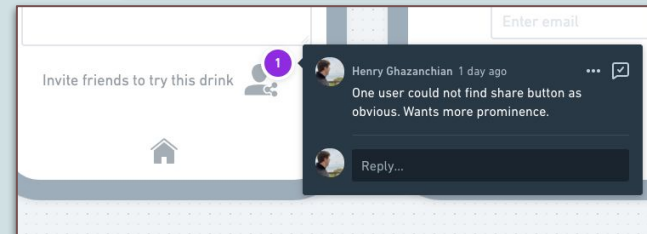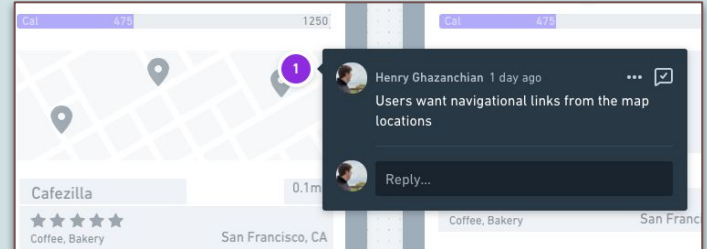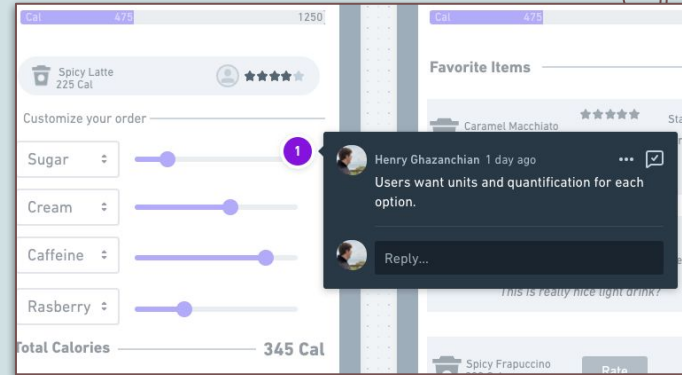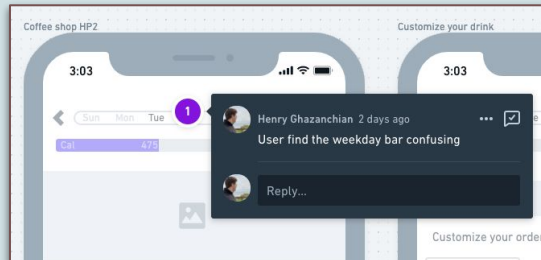Figma Link

Prototype

Usability Testing

Users were able to
- ✓ Create new account
- ✓ Order a customized drink from a nearby cafe
- ✓ Rate a recently ordered drink and share with a friend
- ✓ Order a drink suggested by a friend
- ✓ Learn about calorie & nutrition intake on a given week

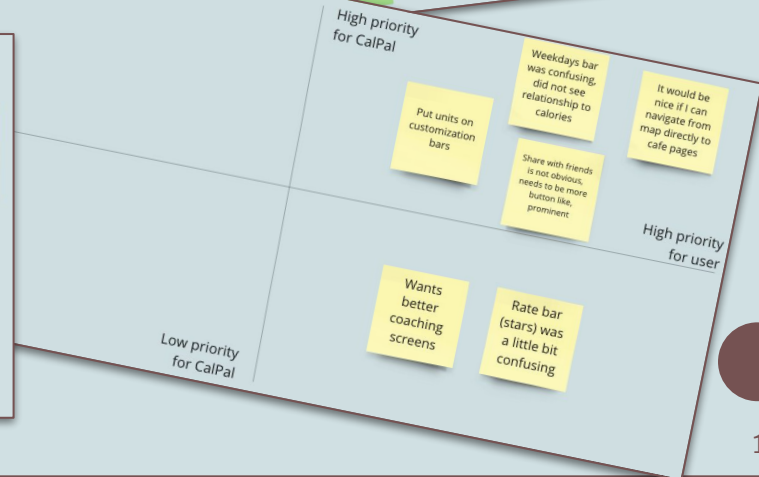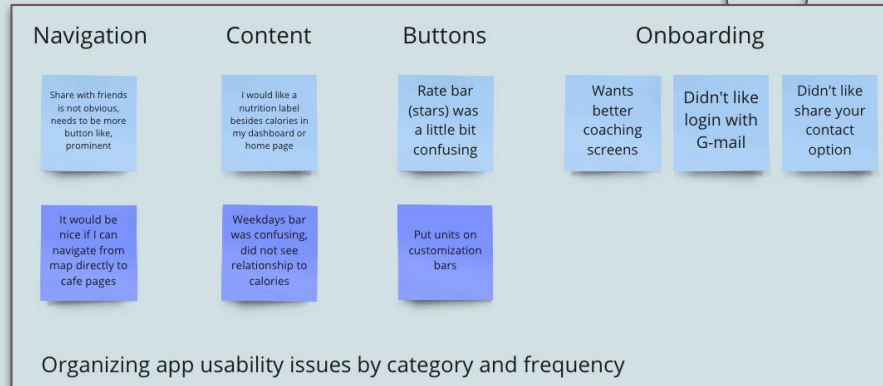Testing Plan   Testing Recordings

User Testing Analysis
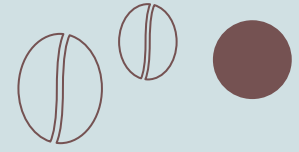
Common feedback during testing
- ✓ Easy to navigate tasks
- ✓ Clean screens
- ✓ Simplicity enjoyed

Suggestions
- + Units in customization page
- + Clickable map
- + Prominent "share with" button

Navigation
- It would be nice if I can navigate from map directly to cafe pages
- Clickable map, to cafe home pages
- Share with friends is not obvious, needs to be more button like, prominent

Content
- Weekdays bar was confusing, did not see relationship to calories
- I would like a nutrition label besides calories in my dashboard or home page
- You do not need all days of the week, current one is enough, less confusing

Suggested by Friends
- Wants friend suggested drink under friend tab
- Wants the friend suggested drink under friends tab

Customization
- Put units on customization bars
- Customization bars need units and calroes
- asked for units on customize bars
- customize bar need to have units

Rating / Stars
- Rate bar (stars) was a little bit confusing

Onboarding / New User
- Wants better coaching screens
- Didn't like login with G-mail
- Didn't like share your contact option

Navigation
- Share with friends is not obvious, needs to be more button like, prominent
- It would be nice if I can navigate from map directly to cafe pages

Content
- I would like a nutrition label besides calories in my dashboard or home page
- Weekdays bar was confusing, did not see relationship to calories

Buttons
- Rate bar (stars) was a little bit confusing
- Put units on customization bars

Onboarding
- Wants better coaching screens
- Didn't like login with G-mail
- Didn't like share your contact option

Organizing app usability issues by category and frequency

High priority for CalPal
- Put units on customization bars
- Weekdays bar was confusing, did not see relationship to calories
- It would be nice if I can navigate from map directly to cafe pages
- Share with friends is not obvious, needs to be more button like, prominent

High priority for user

Low priority for CalPal
- Wants better coaching screens
- Rate bar (stars) was a little bit confusing

Miro Board

Mid Fi Prototype for iOS

Figma Link

Prototype Link

Questions?