

USER EXPERIENCE FUNCTIONAL SPECIFICATION DOCUMENT

Project Plan and Client Brief

Client's Objectives

My project is to design a website for a **coffee subscription company - just.COFFEE**. The client's objectives are to create a business that is sustainable (minimal negative environmental impact), transparent (all information is fully disclosed to customers) and trustworthy (ethical and reliable). The business will partner up with existing independent coffee shops, with their own roasteries. The coffee beans of these various coffee roasteries will be advertised on my client's website. Here, the customer will not only be able to choose the type, the roast and the flavour of the coffee beans, but will also be able to try different roasteries depending on their preference.

Stakeholders

The **stakeholders** in this project are the customers/users and their needs, my client and their objectives, the coffee roasteries, their requirements and expectations and me as a user experience designer of the whole concept.

Mission

The **company's mission** is to provide good quality coffee beans delivered comfortably to the customer's home on a regular basis. This will prevent the customers from suddenly running out of coffee. They will never find themselves in a situation, where they do not have any coffee beans left for their morning cup anymore. Likewise, it saves them from the hustle of

having to go out and look for the right coffee beans, which only wastes their time. With many different options available online for everyone's different taste and needs, the goal is to create an experience and bring the same quality to the customer, as if they were buying their coffee beans from coffee shops themselves, as they normally would. For that reason, the **website's mission** is to bring all that information to the customer. The website will provide information about each coffee shop, their stories and their coffee beans as transparently as possible.

Website

The website is an ecommerce site, where the customers can subscribe to receiving coffee beans from the coffee roasteries of their choice as frequently or infrequently as they like. The website also offers the flexibility of changing the subscription, to satisfy the customer's current needs, to a delivery once a month, once a week, skip this month's delivery.

Business & Profit

As already mentioned, **just.COFFEE is a coffee subscription business** that works with local independent coffee shop roasteries. This type of collaboration **benefits the coffee shops** that would normally sell their coffee beans only by either people physically visiting their coffee shop, or through their personal website, if they have one. just.COFFEE allows these, mostly small, businesses to reach more people, which equals to a more profit. A percentage of the profit of every bag of coffee beans sold via just.COFFEE website goes to the just.COFFEE company, this way the company makes their profit.

Target Audience

This subscription service is targeting busy people, who are real coffee connoisseurs and enjoy a good quality cup of coffee. Since people are busy, just.COFFEE offers a convenient way for them to explore different coffee beans and coffee shops in the area, without wasting the time physically traveling to each of them. The customer can browse through the coffee shops on the just.COFFEE website instead and they can do this from anywhere that suits them. With the subscription offer comes an advantage of knowing that the customer will never run out of coffee at home. They will have the option to choose from different coffee beans delivered to them for each delivery or the same one over and over again, whichever they prefer.

Competitors

There are few coffee subscription websites that already exist in the UK. They are all independent roasteries themselves. They roast their own coffee beans and the product is theirs. just.COFFEE is in its essence similar to these, however, the difference is that it is not a coffee roastery but merely a connection between the customer and a coffee shop roastery. For instance, Pact Coffee roast their own coffee beans at their headquarters (Verdict). The same applies to Union and Clumsy Goat, which both roast their own coffee beans under their brand.

User Research

Objectives

The objective of the user research was to find out:

1. Why the users choose a coffee subscription service?
2. A. What do they wish their current coffee subscription did differently?

- B. What do they like about it?
3. What is most important about coffee for them? The roast, the flavour, transparency of the whole process, Fairtrade certificate, the origin.

Target Audience

Essentially, the target audience is anyone who drinks coffee. The predictions are that It will most likely be people, who care about a good quality coffee, drink coffee on a regular basis, coffee is part of their habit or ritual and similarly, people who drink a lot of coffee. An even more defined target audience would be all the types of people already mentioned but the ones who lead a very busy life on top of that and would not like to sacrifice the quality of their coffee due to the lack of time in their lives.

Method

I used questionnaire as a user research method. I could gather a larger quantity of answers, it was convenient for me as well as the people filling out the questionnaire, as it was in an electronic form and, hence, with the ease of use I was more likely to get more answers. These were the pros. Once I had formulated the question, I could not simply reword it, if someone understood it differently than how it was meant, which were the cons. This led to the answer not being relevant to the research.

However, obtaining answers from a large group of people was the priority, hence the questionnaire was the most useful method (Preece et al., 2015). The aim was to confirm the assumed target audience by my client or define new audience, the business would actually benefit from. I used SurveyMonkey as my questionnaire platform and created ten questions

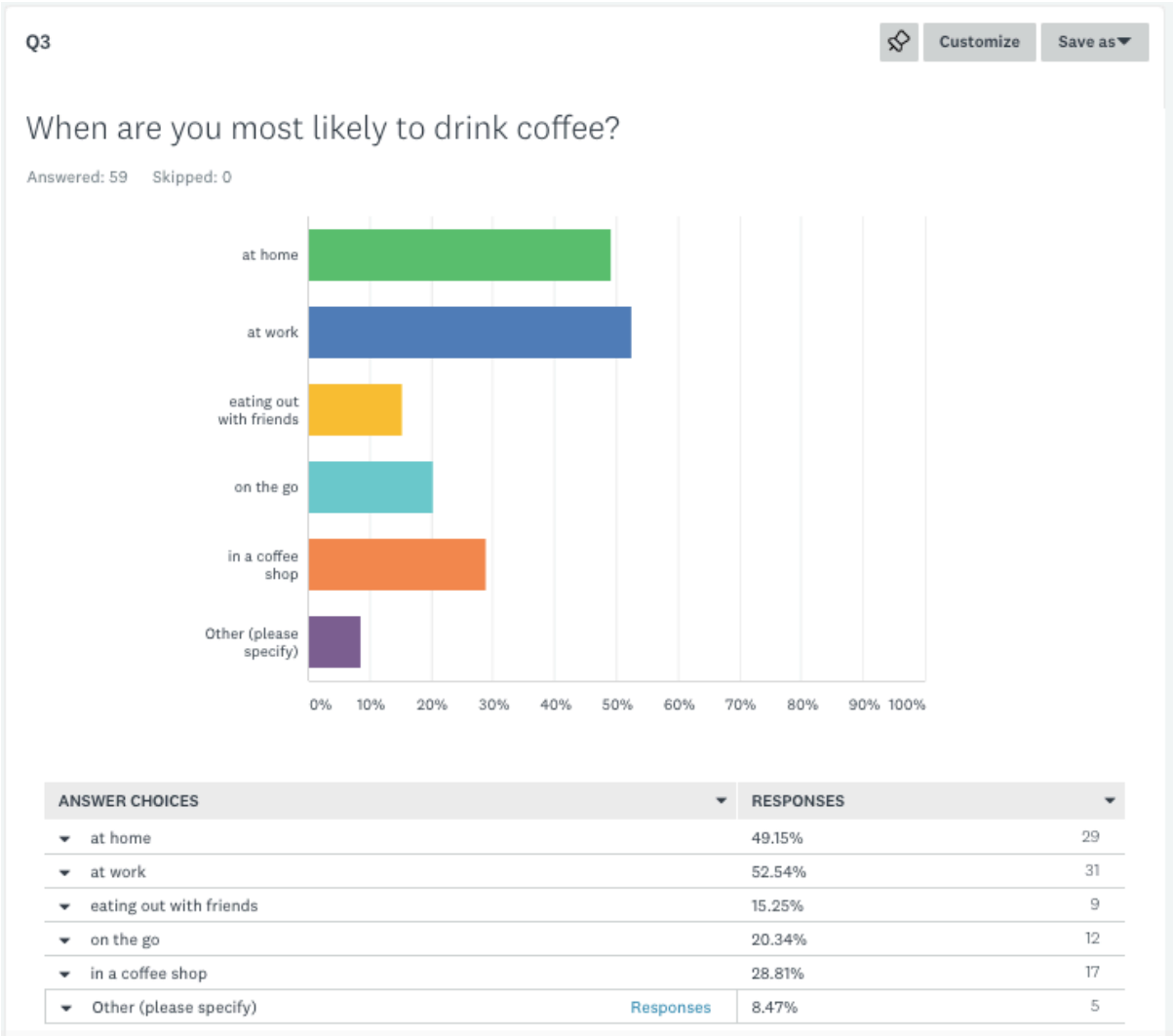
using single choice answers, multiple choice checkboxes, and comment boxes. After I had sent the questionnaire out and started receiving them back filled out, I realised that some of the questions were unnecessary, some were not worded clearly, and I also thought of a few, I could have asked instead that would have been more beneficial for the design decisions. Preece et al. say that questionnaires are effective when they are worded clearly, which had been confirmed. When designing the questions, I did not realise a few things that came up after reviewing the results, which opened up more possibilities about how I could have worded the questions instead.

Results

I collected 61 responses from questionnaires that I shared in groups full of coffee lovers on Facebook and LinkedIn. I had a look through some of the members of the groups and when I noticed that a particular person's answers might be more interesting for my research, I contacted them through a direct message. This was on LinkedIn, where I personally asked some people, whether they could fill out my survey. These people were coffee business owners or people with an existing coffee subscription.

At the beginning, after reviewing the survey results, I did not think that the questions *how often do you drink coffee?*, *where do you have your first coffee of the day?* and *where are you most likely to drink coffee?* would make any difference to my website design or my client's decisions. just.COFFEE business is certainly targeting people who do drink coffee often, whether it is at home or at work. If somebody answered that they did not drink coffee, their answers were not relevant for the research. However, this had influenced to the design of the landing page (#1 Landing Page), which became the company's manifesto as well. Here, I

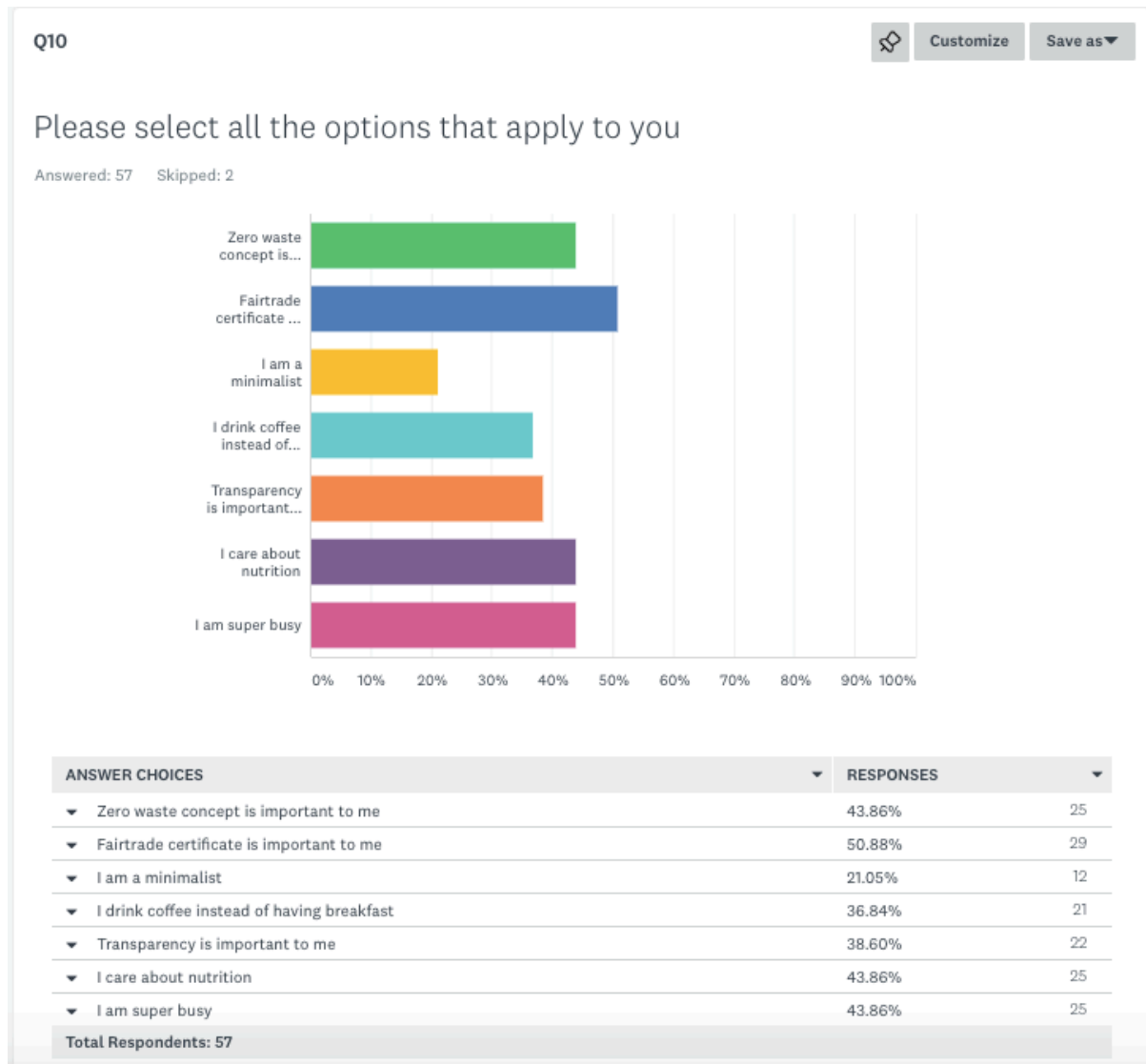
realised that all the answers, regardless of how irrelevant to the design process I thought they might be, were useful.



(Image source: SurveyMonkey)

I chose not to involve questions of a type *what is your age range?* in the questionnaire, as I was limited to only ten questions that SurveyMonkey allowed me to construct. Although, I am aware of the fact that questions of this type would give me a better understanding of the answers by a person as a whole and it would put it into a perspective as Pearce et al. claim. The answers to the question *what is most important about coffee for you?* were fairly equal, at about 20% each. This affected the design of the website in a way, that I did not specifically

emphasize any one of them but put an equal emphasis on each of them. *How much do you usually spend on coffee per week?* is another question I would consider rewording. Me, as a designer, I cannot influence the price of my client's product. However, if I had asked *what is important about the price of the coffee beans or you?* or another question that can be better reflected in the design instead, it would have been more useful. What I find was most beneficial about this survey were questions, where the users were able to write down comments. For instance, when I asked the question *what would make you consider getting a coffee subscription?* with a comment box to type the answer I received a lot of good ideas that I could incorporate into the design and hadn't thought of before. Another very useful question was one, where I asked a multiple-choice question with statements. The user was supposed to check as many boxes as they applied to them. More than 45% answered that the **Fairtrade certificate is important to them, they are super busy, and they care about nutrition**. Zero waste concept reached almost 43%. I also do not think that many users taking the survey were clear that this was a multiple-choice question and only chose one of them. Next time, I would have put that kind of information in brackets at the end of the question.



(Image source: SurveyMonkey)

The summary of the survey **results** confirmed that people drink a lot of coffee and are busy. They also care about the environmental and ethical causes, as well as their own health. All these people come from different walks of life, but majority have office jobs. As a result, the site will need to be simple and minimalistic, to prevent the users from being distracted and reduce the number of clicks and tasks they need to do to get to the final and desired step, which is the coffee subscription.

Competitor Research

From the coffee subscription companies I have mentioned above, I have chosen to do a heuristic evaluation of **Pact Coffee**'s website. I used Jacob Nielsen's ten usability heuristics (Interaction Design Foundation). Pact Coffee claim to be "the UK's favourite coffee subscription service" (Pact Coffee) and, therefore, serve as the perfect competitor.

- **Visibility of system status.**

For those users leading a busy life, which relates to just.COFFEE's concept, that want to proceed with their order straight away, they can do this as soon as they scroll down. If the user has not discovered the scroll down function, there is a button in place to proceed with the order likewise.

- **Match between system and the real world.**

The whole website is written in a user-friendly language, with pictures incorporated next to perhaps more complex coffee terminology. This allows the user to visually see what he or she is looking for without knowing the exact word, if he or she is familiar with the picture representation, such as a French press.

- **User control and freedom.**

The process of creating the "coffee plan" is very flexible. It is similar to "Get My Coffee" journey for just.COFFEE, which I will be discussing further in this report. The user can always go back in steps at any point, if they change their mind. The user's basket is displayed in the top right corner, where he or she can always jump in and out of, to check out other things on the website, while having the plan already created in the basket. This way the user does not

lose what they have already filled out. This gives the user the freedom not having to checkout straight away and filling it out all from the beginning, if they decide to check something else out on the website, before they proceed.

- **Error prevention.**

Every bigger heading or the navigation toolbar section has got one to three words maximum. When choosing a section from the navigation menu, it is easy to go back, because there are never more than three steps for getting to the final destination of that particular section. Hence, is it easy to trace the user's way back.

- **Recognition rather than recall.**

Recognition is exercised by placing images next to the names of each coffee making device (French Press, AeroPress, Espresso), hence the user does not have to recall the name of it but is only presented with the picture of the device they use to make a cup of coffee.

- **Flexibility and efficiency of use.**

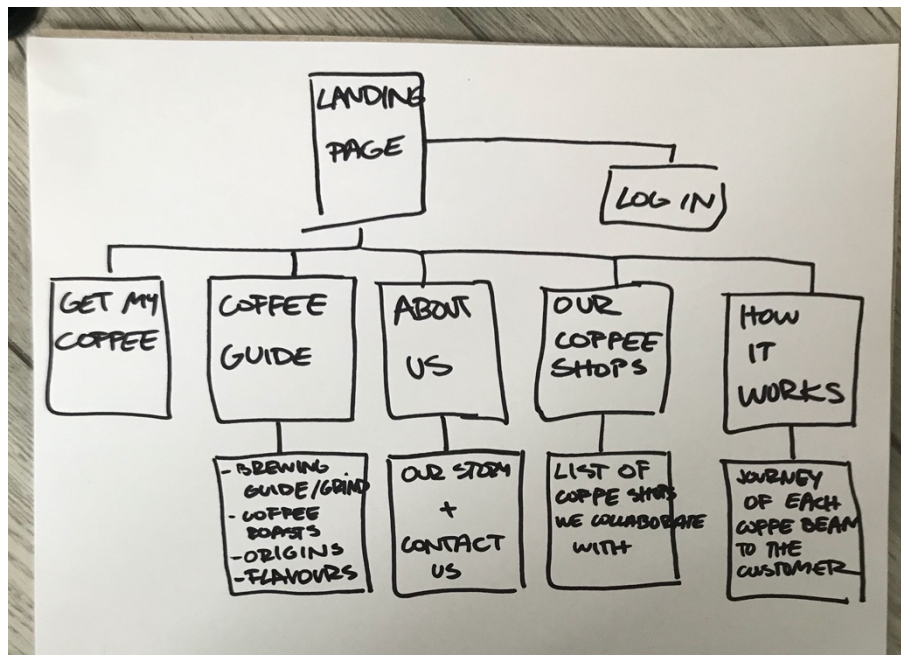
This is a company offering subscription services. The user who is interested, creates their profile and every time, he or she wants to make an amendment to their details or make a purchase, the only thing they need to do, is to remember their login details. In every section/on every new page ("About Us", "Brewing Guides") the content is always fit to width of the screen and the following section is below that and another one below that and so on. This helps the user not getting distracted seeing different content on the left and right or all over the screen. There is always one thing at the time presented to them.

Site Architecture, Wireframes and Prototypes

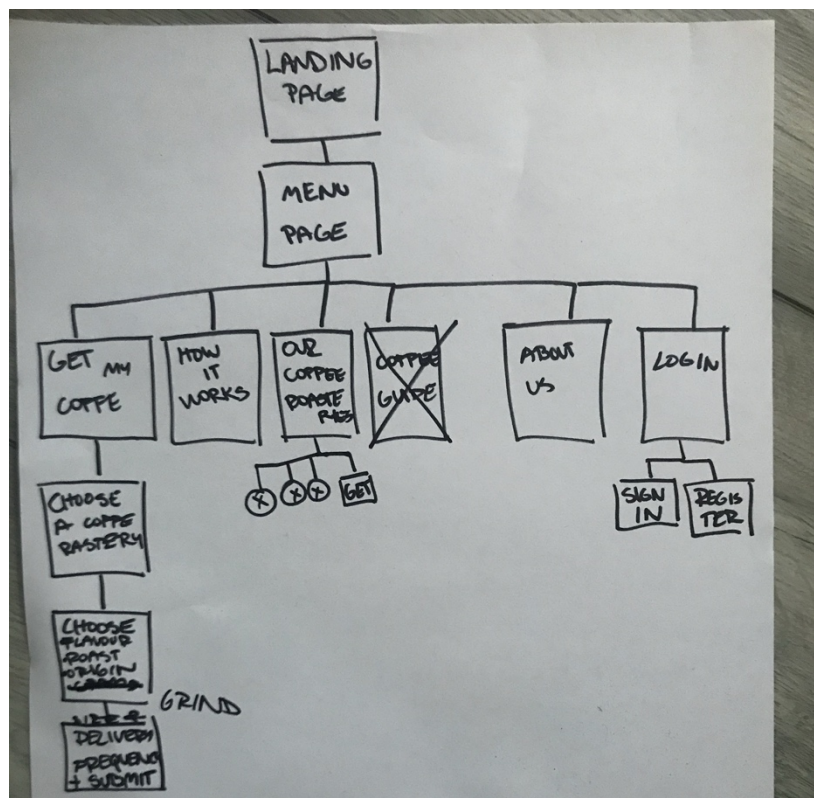
From all the information gathered up until now, I have sketched the site architecture, wireframes and, finally, prototyped the web pages in Sketch and Adobe XD. The website has two aims. The primary aim is to satisfy the users, who are busy and their goal is to purchase coffee beans as quickly as possible. The secondary aim is to provide transparency to the users, by disclosing more information about the business and its other aspects. The only colours are shades of black and white. With this approach, I wanted to create a pure, calm and minimalistic space, to show a contrast with the chaotic outside world. The colour black represents expensiveness and luxury, which fits well with the quality of the products just.COFFEE offers (Amsteus et al., 2015). The website is scrollable, to make it easier for the user to get from the page #1 to #6 without any clicks. Some clicks are necessary and those are when the user wants to learn more about the different coffee roasteries and also later in the “Get My Coffee” journey. The “Get My Coffee” journey represents the process of ordering coffee beans that the user goes through. It begins with the user choosing their coffee roastery and ends with the payment.

Site Architecture

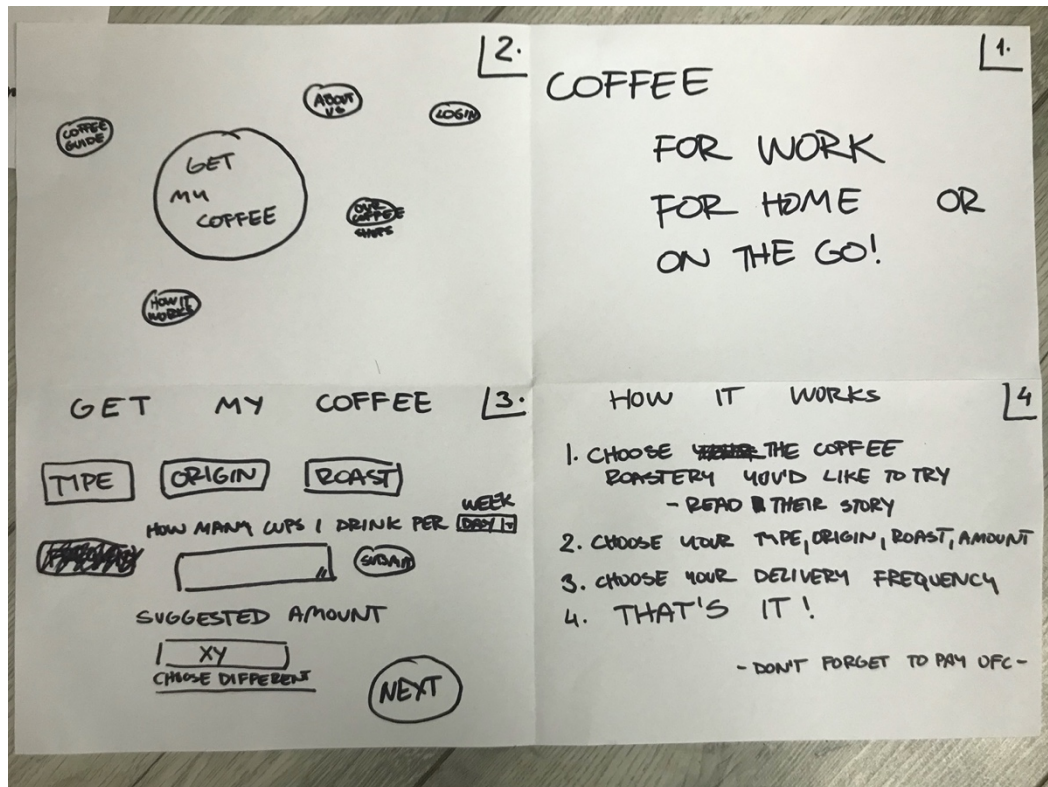
First attempt



Second attempt



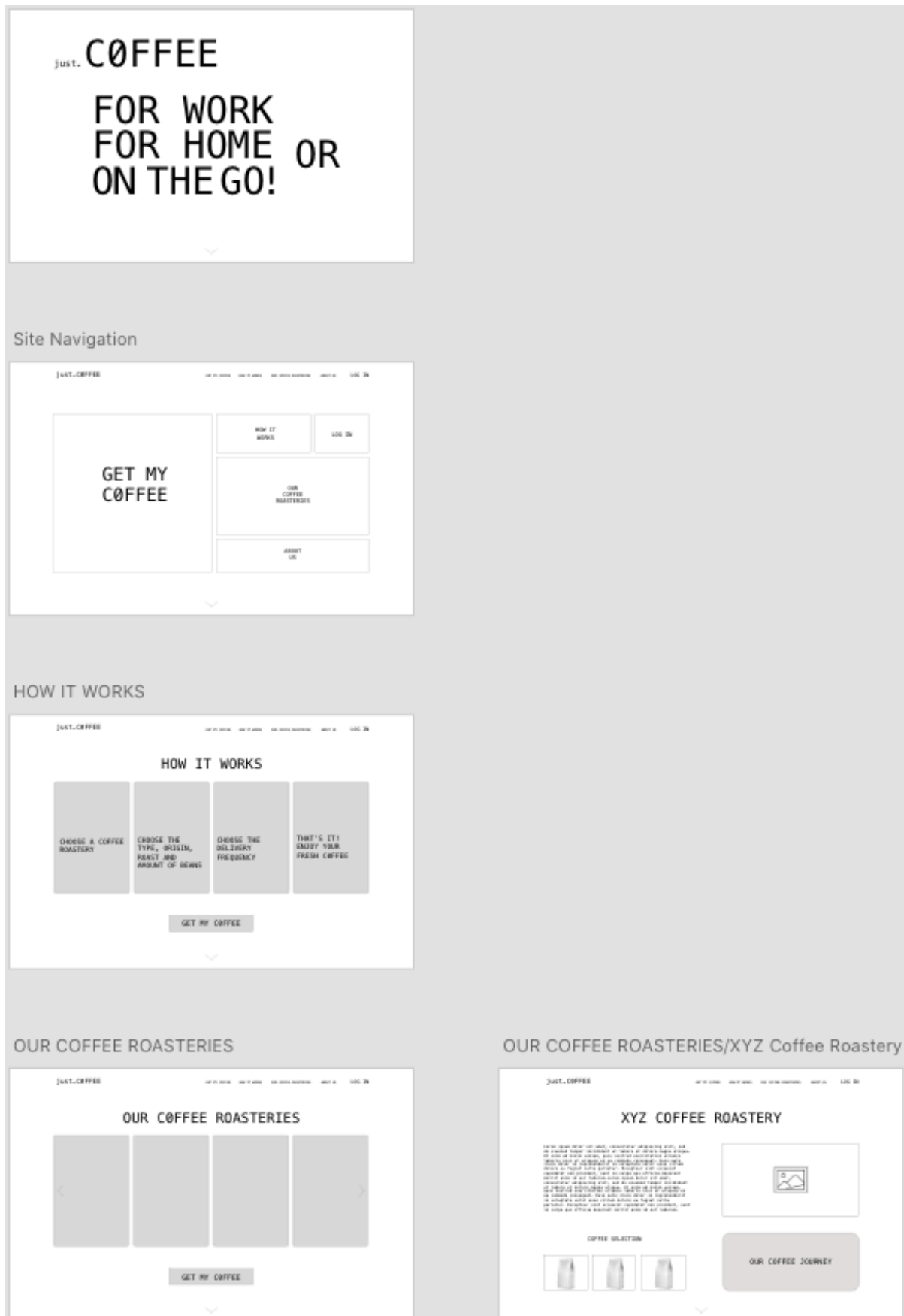
Wireframes



1. Sketch number one is the landing page with company's manifesto
2. Sketch number two represents the initial design of the navigation page
3. Sketch number three is of a page, where the "Get My Coffee" journey for the user begins. Initially, the user was not supposed to choose the roastery in the first step, however, this has been changed now. Likewise, this page only consisted of text and boxes.
4. Sketch number four represents "How It Works" page. This page was initially designed as a list of steps the user will be taking before they get their bag of coffee beans.

Prototypes


(site architecture)



(continued)

[illegible]

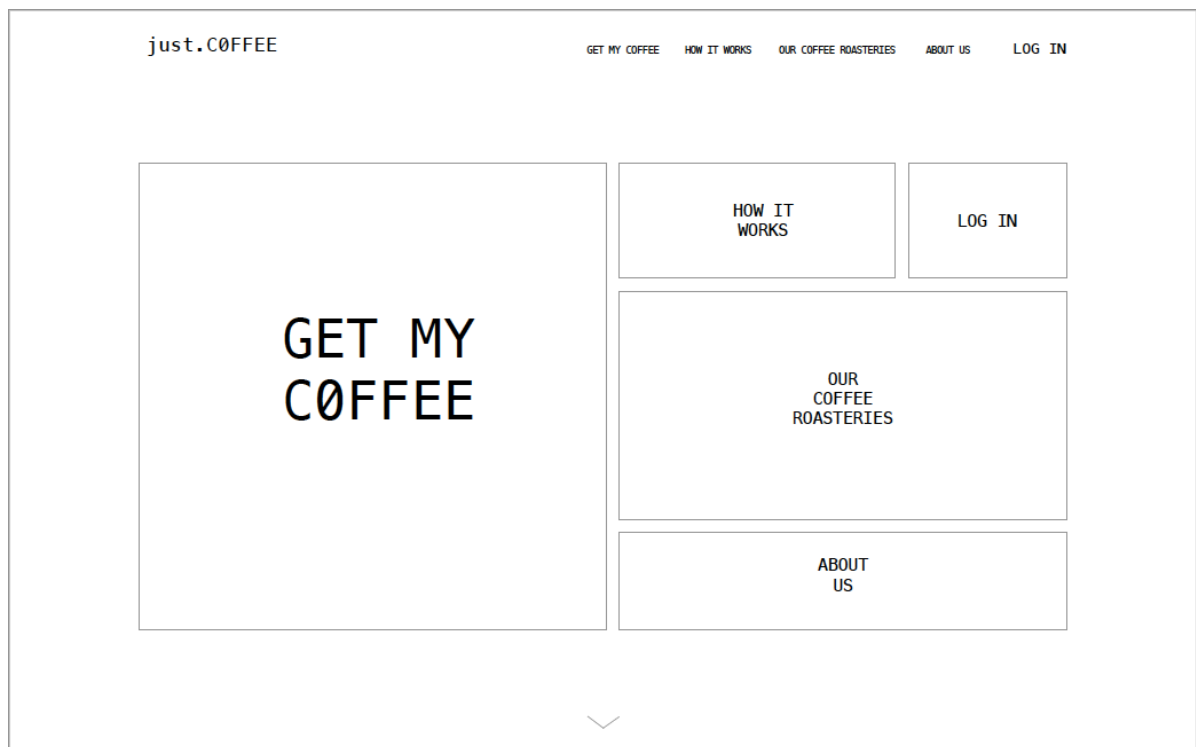
just. CØFFEE
FOR WORK
FOR HOME OR
ON THE GO!



The user research showed that people equally drink coffee at home, at work and on the go.

This design represents the variety and flexibility of use of just.COFFEE's products. This has also become the company's manifesto.

#2 Navigation Page



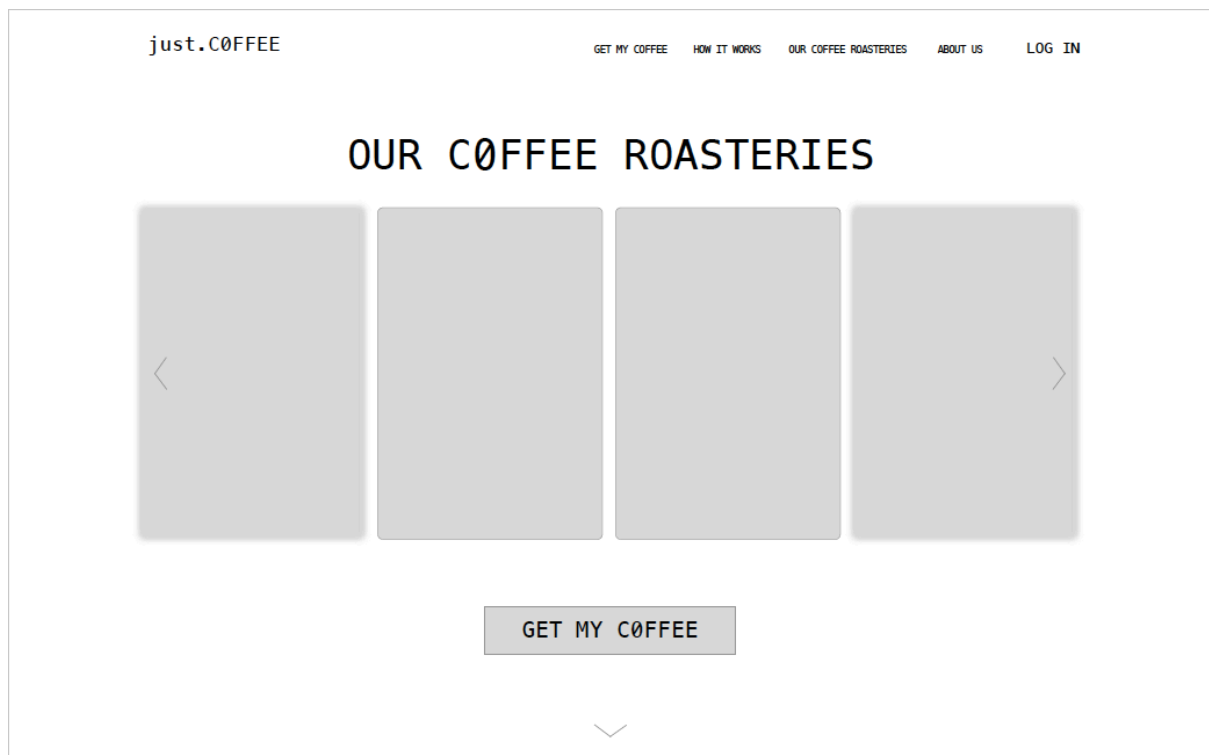
Upon a scroll, a simple navigation menu page appears. The findings from the heuristic evaluation of Pact Coffee are reflected in the emphasis on the “Get My Coffee” button, where the user can proceed with their coffee order straight away. This is also considering the busyness of just.COFFEE’s target audience from the user research. However, the user can proceed with their order, if they get a few scrolls down as well.

#3 How It Works



Upon a scroll, a simple explanation of how the service on this website works appears. If this persuades the user to proceed and subscribe to the service, they can do it simply by clicking on the “Get My Coffee” button, without having to go back or look for it elsewhere. This meets the aim to save their time. The navigation bar always stays at the top of the page for an easier and efficient navigation.

#4.1 Our Coffee Roasteries



Upon a scroll, a page with the selection of the coffee roasteries appears. The “Get My Coffee” button appears on almost every page to make it easier and also more likely for the user to click on them. This way, the user is not discouraged by having to look for it and possibly not being able to find it, which meets the primary aim of the website design.

#4.2 XYZ Coffee Roastery



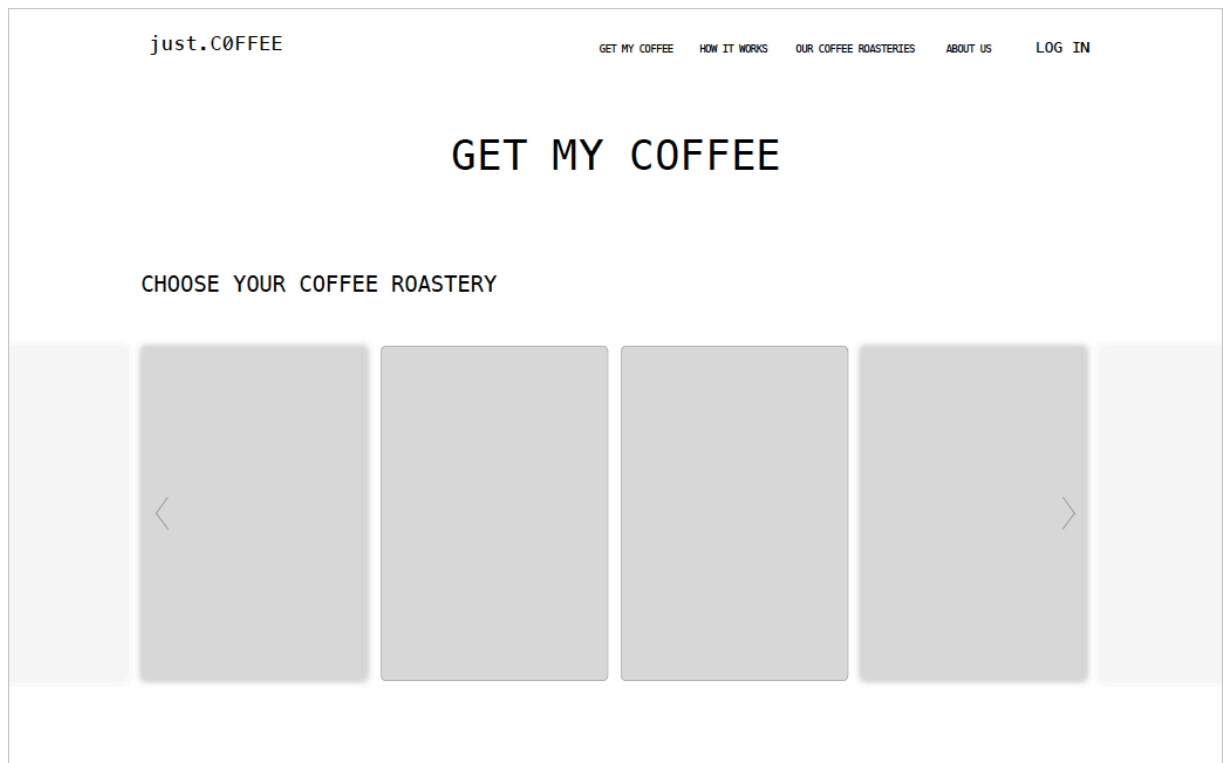
When the user clicks on one of the roasteries, a page presenting that roastery, message from the founders, photos and their coffee selection appears. If the user wants to find out more about the journey of their coffee beans, they can click on “Our Coffee Journey” button to find out more. This page, together with the “About Us” page are pages with the secondary aim of the website. They are supposed to meet the client’s objectives about the transparency of the business and everything that is involved in the process. For that reason, the primary aim pages have limited word count in their headings and other descriptions. The secondary aim pages have a greater word count allowance, but the words are still limited. Hence, the extra button “Our Coffee Journey”, if the user’s intention was to find out even more.

#5 About Us



Upon a scroll from “Our Coffee Roasteries”, a page about just.COFFEE, the company’s moto and their story appear. Again, this page is a secondary aim page, which targets the users who are not time constrained and want to find out more information about the company. This step, in the “Get My Coffee” journey, is not necessary, therefore, greater word count is allowed.

#6.1 Get My Coffee – Choose Your Coffee Roastery



The first step in the “Get My Coffee” journey.

#6.2 Get My Coffee – Choose the Flavour, Origin and Roast

just.COFFEE

GET MY COFFEEHOW IT WORKSOUR COFFEE ROASTERIESABOUT USLOG IN

XYZ C0FFEEES

get your best match

FLAVOUR

ORIGIN

ROAST

OR

CHOOSE YOURSELF

The second step is to choose the user's desired flavour, origin and roast. They also have the option to browse through the coffee selection of their chosen coffee roastery by clicking on the "Choose Yourself" button and choose that way.

#6.3 Get My Coffee – Choose the Grind, Size, Delivery Frequency & Proceed to Checkout

just.COFFEE

GET MY COFFEEHOW IT WORKSOUR COFFEE ROASTERIESABOUT USLOG IN

XYZ'S PLANALTO BRAZIL



GRIND

WHOLE BEANS

FINE

MEDIUM

COARSE

SIZE

250g

500g

DELIVERY FREQUENCY

EVERY

1 WEEK

2 WEEKS

3 WEEKS

4 WEEKS

PROCEED TO CHECKOUT

The third step is to choose the grind of the beans from four different grind types, depending on what device the user utilises to prepare their coffee. The grind types are written down, as well as represented in a picture form. The picture is of the equipment the grind is most suitable for. This way of showing the grind to the user meets are based on the heuristic evaluation of the competitor, which promotes the recognition of the item. Then, the user chooses the size of the bag of their coffee beans and the delivery frequency. This can be every week, every two weeks, every three weeks or every four weeks. There will also be a button suggesting a one-time only purchase, for the customers not looking for a subscription, which is not displayed on the picture above. Finally, the user is ready to proceed with their order and checkout.

Once the user clicks on “Proceed to Checkout”, they will be transferred to a page, where they will need to fill out their personal details. They will also be asked, whether they want to

checkout as a guest or register, so next time, they can simply log in and avoid filling out this page all over again.

A shopping basket icon will appear next to the “Log In” button in the top right corner, once the user begins their “Get My Coffee” journey. If they decide to click elsewhere during the “Get My Coffee” process, their process will be saved there. They can always come back to where they have left of, simply by clicking on the shopping basket in the top right corner.

User Evaluation

As my user evaluation pilot test, I chose natural settings involving users, working with a high-fidelity prototype. The aim was to watch the test participant and their behaviour in one of the places, where they would most likely perform the task, once the project was live (Preece et al., 2015). The prototype used was just.COFFEE’s interactive website prototype created in Adobe XD. The test set-up was my test participant’s laptop at the comfort of their home. Since the aim of this user testing was also to test the technical side of the website design, a high-fidelity prototype was the most suitable form (Preece et al., 2015). User research showed that most people that would use this service were busy people from all walks of life. Therefore, for the pilot test I chose a busy female student with a part-time job, in the age range 18-25 years old. The whole evaluation was recorded on my iPhone. The test participant’s face is not seen in the video. We can only see her arms, as the focus is on the laptop screen and her voice, as she talks through, what she is thinking whilst completing the given tasks. She had to complete two tasks, which were completed using the think aloud method. This method was effective for two reasons. Firstly, it allowed me to know exactly what the test participant was thinking when navigating through the site (Preece et al., 2015). Secondly, some of the features

of the website were not able to prototype in Adobe XD and this method allowed me to talk through a few buttons and their functions with her.

Task 1:

Since the potential target audience are busy people, the first task was to simply order a bag of coffee beans as quickly as possible. This way I wanted to test the efficiency and effectiveness of the website as the primary aim. The test participant got stuck on the landing page, where she could not figure out, what to press to get to the next page. The landing page is without a navigation bar, it is simply the manifesto of the company, created with the help of the results from the user research. There is one tiny arrow at the bottom of the page that suggests the user to click on it. This should have been achieved in the matter of three seconds at most, however, my user took 35 seconds instead. Therefore, the efficiency and effectiveness has failed enormously right at the beginning. The test participant was trying to click everywhere else but on the little arrow. The think aloud method allowed me to see what the test participant was thinking during those 35 seconds. Once the test participant entered the official website, the ease of use became a lot better. Altogether, it took 2 minutes and 50 seconds to get to the "Proceed to Checkout" part of the website. I also realised that the prototype did not support scrolling and the website was supposed to be scrollable. I forgot to explain this to the test participant that this was an option too. This might have made the process of getting from the landing page to the navigation page a lot quicker, which I will take into consideration for the next user testing.

Task 2:

The aim of the second task was to evaluate the navigation of the website more thoroughly, including pages that can be skipped, if the user only wants to order a bag of coffee beans without any further actions. This is the secondary aim of the website design. The test participant's task was to learn more about the different coffee roasteries, where she can order her coffee beans from. This task was also supposed to evaluate the learnability and memorability of the website. For instance, whether the test participant was able to navigate back to where she could actually place an order from and not get lost. This time, the user was more familiar with the website from the first attempt. The biggest issue here was that once the test participant was on the page of a particular roastery, she did not know how to order coffee from them. The page has a "coffee selection" section, with coffee beans the roastery offers. However, it was not clear that it is possible to click on either of the pictures of the coffee beans and proceed with the order. On the page of a particular coffee roastery, there is nothing that would suggest going back to the list of coffee roasteries. There is only the web browser's "go back" arrow function.

Next Iteration

From the results of the user testing pilot, these would be the following iteration steps, before the next user evaluation test:

1. Since the results of the user research showed that people drink coffee in various places, I will be keeping the "#1 Landing Page" as it is and see, how the design works, if the test participant is aware of the option of scrolling. Another option would be that the page would automatically scroll itself into to the "#2 Navigation Page" after around two seconds. This way, the user will be able to get the "manifesto" of the

company, and he or she will not be expected to navigate on that page, which will reduce the time to proceed to the coffee subscription.

2. Zero waste concept, Fairtrade certificate and the quality of the coffee was meant to be explained on the “About Us” page and the page of each coffee roastery. However, after another consideration, I have decided to add an extra half page between “#2 Navigation Page” and “#3 How It Works”, showing the company’s and potential users’ core values, which showed a significant importance in the user research:



Once the user hovers over each of them, a bubble appears, briefly explaining the company’s take on the cause. If the user wants to find out even more, they have the option to click on each of them and read a more thorough explanation in a new window. This way the primary aim of the website design is met as well as the secondary.

3. Another iteration would be made on each of the coffee roastery’s page. An extra button “Add to Basket” would be placed under each bag of coffee beans in the “coffee selection” section. Another extra button suggesting to check another roastery out would also be added at the bottom of the page.

Bibliography

Amsteus, M., Al-Shaaban, S., Wallin, E., Sjöqvist, E., 2015. *Colors in Marketing: A Study of Color Associations and Context (in) Dependence*. [pdf] Available at: <http://ijbssnet.com/journals/Vol_6_No_3_March_2015/4.pdf> [Accessed 12 April 2020].

Clumsy Goat Coffee. [online] Available at: <<https://clumsygoat.co.uk/>> [Accessed 12 April 2020].

Dashinsky, A., 2016. *Product Design for Sustainability*. [online] Available at: <<https://uxdesign.cc/product-design-for-sustainability-3fffb2a7f0e>> [Accessed 12 April 2020].

Preece, J., Sharp, H., and Rogers, H., 2015. *Interaction Design*. 4th ed. Chichester: John Wiley & Sons Ltd.

Interaction Design Foundation, 2017. *How to Conduct a Heuristic Evaluation for Usability in HCI and Information Visualisation*. [online] Available at: <<https://www.interaction-design.org/literature/article/how-to-conduct-a-heuristic-evaluation-for-usability-in-hci-and-information-visualization>> [Accessed 12 April 2020].

Nielsen, J., 1994. *10 Usability Heuristics for User Interaction Design*. [online] Available at: <<https://www.nngroup.com/articles/ten-usability-heuristics/>> [Accessed 12 April 2020].

Pact Coffee. [online] Available at: <<https://www.pactcoffee.com/>> [Accessed 12 April 2020].

Union Coffee. [online] Available at: <<https://coffeeclub.unionroasted.com/>> [Accessed 12 April 2020].

Verdict, 2018. *14 of the best coffee subscription services in the world*. [online] Available at: <<https://www.verdict.co.uk/best-coffee-subscription-services/>> [Accessed 12 April 2020].

Images Used:

<https://www.vectorstock.com/royalty-free-vector/high-quality-rubber-stamp-vector-21774452>

https://www.pngitem.com/middle/imThhh_fair-trade-logo-transparent-hd-png-download/

https://www.123rf.com/clipart-vector/zero_waste.html?sti=m6smw9xw0cyj919ho7