Coffee House App Design

Komal Mathur Gupta

Project overview

The product:

We're creating a Coffee app to attract and retain customers in our online system. We noticed that our competitors offer dedicated mobile apps for their customers to order through, and they have been very successful. We want to create a product that can compete in the market, improve sales, and increase customer satisfaction.

Project duration:

Insert the time that you worked on this design project - e.g., Month Year to Month Year

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Project overview

The problem:

Busy workers and commuters lack the time necessary to prepare a coffee.

The goal:

Design an app for Coffee House that allows users to easily order and pick up fresh coffee according to their choice..

Project overview

My role:

IUX designer designing an app for Coffee House from conception to delivery.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

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Understanding the user

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

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User research: summary

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults.

This user group confirmed initial assumptions about Coffee House customers.

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User research: pain points

1

Time

Working adults are too busy to spend time on preparing anything for them.

2

Accessibility

Platforms for ordering coffee are not equipped with assistive technologies

3

Pain point

Text-heavy menus in apps are often difficult to read and order from

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Persona: Name

Problem statement:

Ying is a busy working adult who needs easy access to good coffee ordering options because he is addicted to coffee and needs it on time to time basis to energize herself.

"I live an active lifestyle so I need healthy and hearty meal options. I just don't have the time to cook them myself."

Ying

Age: 45
Education: Juris Doctor degree
Hometown: Denver, Colorado
Family: Single, lives alone
Occupation: Lawyer

Goals
- To be a great advocate for their clients.
- To maintain a healthy work-life balance.
- To minimize the energy they have to put into basic needs, so they can focus on their hobbies and personal life instead.

Frustrations
- "Products and service providers are often poorly prepared to accommodate my visual impairment."
- "There are things I'd like to do, such as cooking, that I simply don't have time for."
- "It's difficult to find fast and healthy pickup options near me."

Ying is a lawyer with a busy and demanding schedule. They work as a litigation specialist in a mid-size city law firm, and swim for a local semi-professional team. Ying has a visual impairment for which they use screen reader technologies. This technology makes online shopping much more convenient for Ying, but not all platforms are effectively equipped for screen reader usage. Ying specifically would like for there to be an easier way to order food to pick up on-the-go.

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User journey map

Mapping Ying's user journey revealed how helpful it would be for users to have access to a dedicated Coffee app.

Persona: Name

Goal: Insert goal

ACTION	Select Coffee Places	Browse Menu	Place order	Complete Order	Pickup
TASK LIST	Tasks A. Search near by cafes. B. Select a cafe of your choice.	Tasks A. Go through online menu. B. Select the coffee of your choice.	Tasks A. Find phone number B. Call and place order.	Tasks A. Confirm your order. B. PAy for your order.	Tasks A. Drive to the the cafe. B. Pickup your order and drive back.
FEELING ADJECTIVE	Excited to find the cafes they like.	Confused and irritated by the large menu.	Pain og going to find the phone number to place order.	Annoyed to drive to pick up the order and back.	Happy to have there coffee.
IMPROVEMENT OPPORTUNITIES	Create a fully functional app for the cafe.	Provide search filters.	Simple and quick checkout process.	Option for home delivery.	Include promotional offers.

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Starting the design

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

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Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.
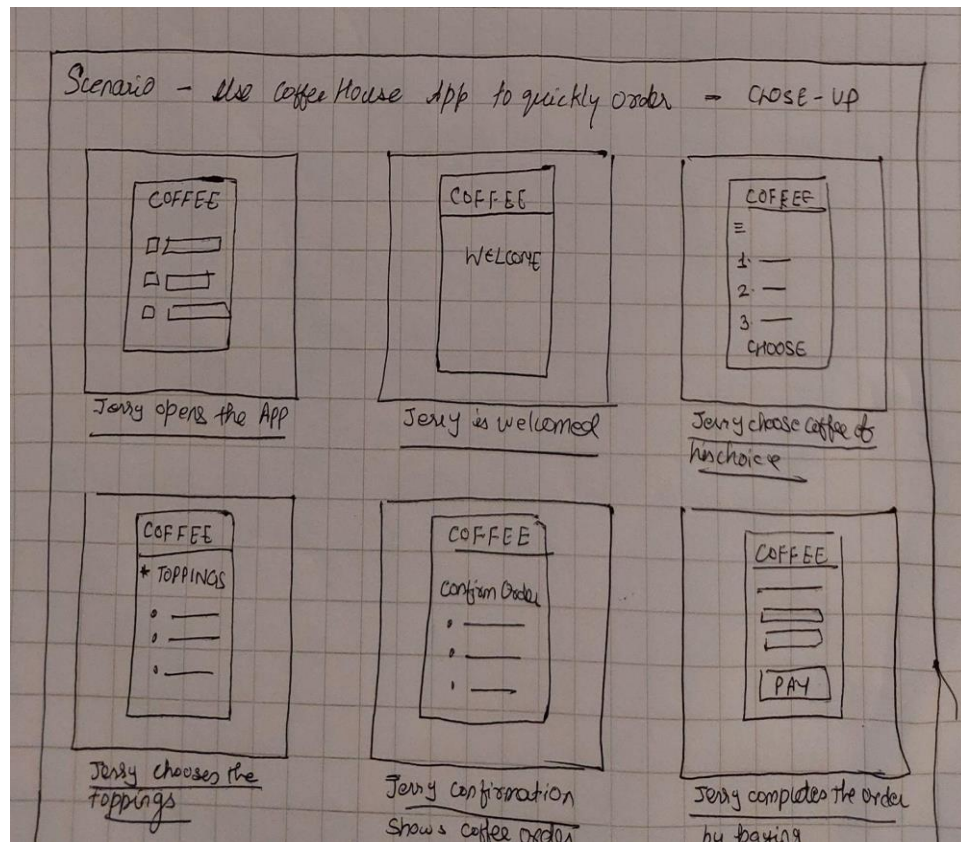
Digital wireframes

[As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

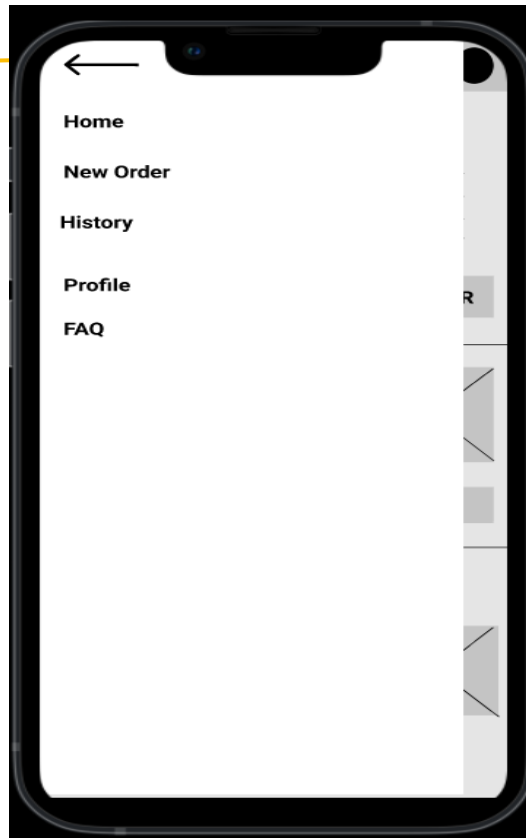This button home screen makes it fast and easy for users to order.
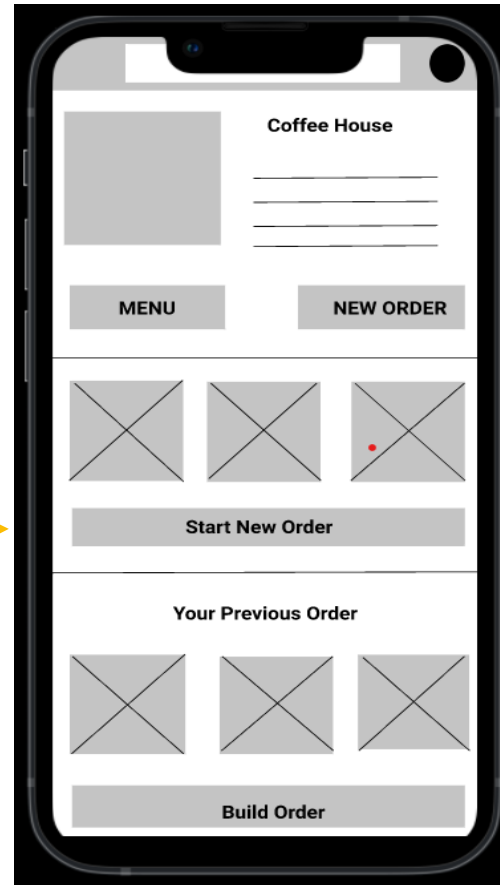
This button provides an easy option for users to make their own coffee.

Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.
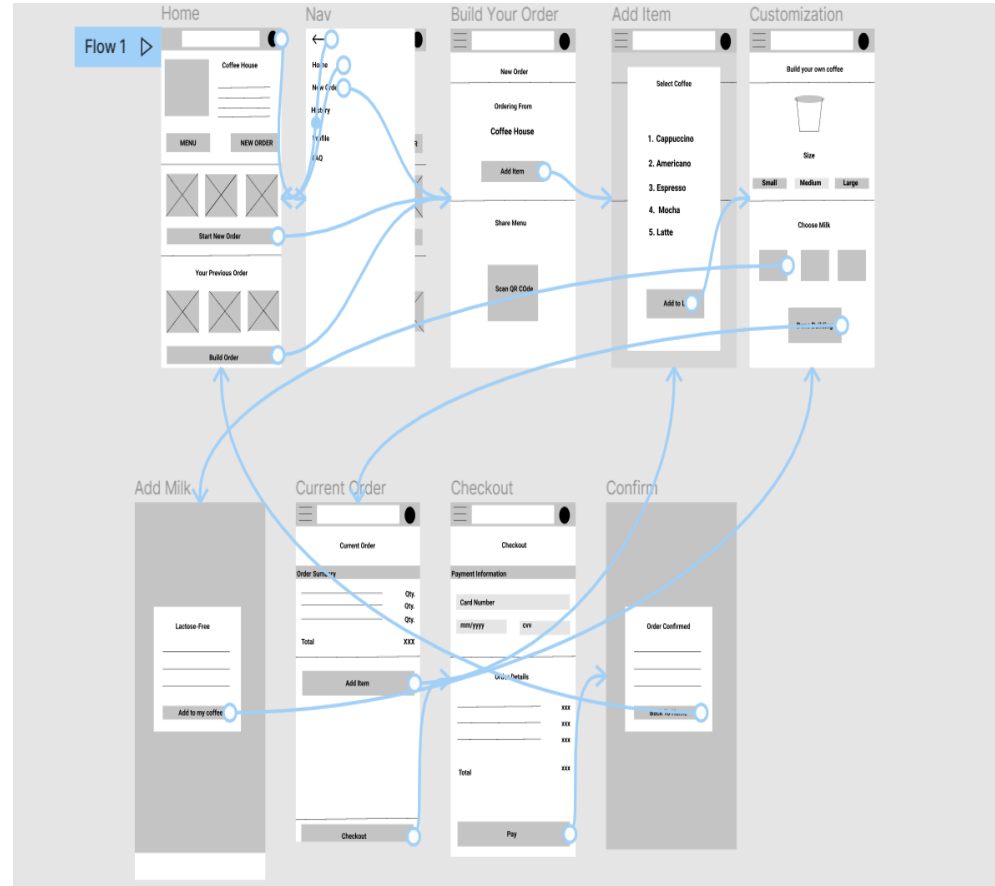
Easy access to navigation that's screen reader friendly.

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Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering a coffee, so the prototype could be used in a usability study.

View the CoffeeHouse

low-fidelity prototype

Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

1. Users want to order coffee quickly

2. Users want more customization options

3. Users want a delivery option

Round 2 findings

1. "Build your own" functionality is confusing

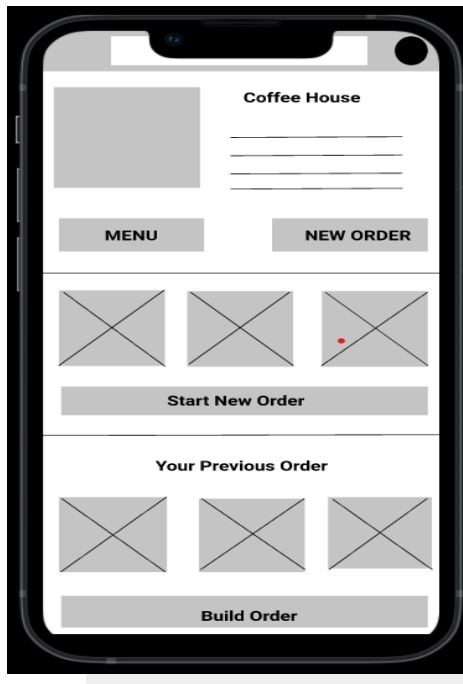2. Checkout process has to many steps

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Refining the design

- Mockups
- High-fidelity prototype
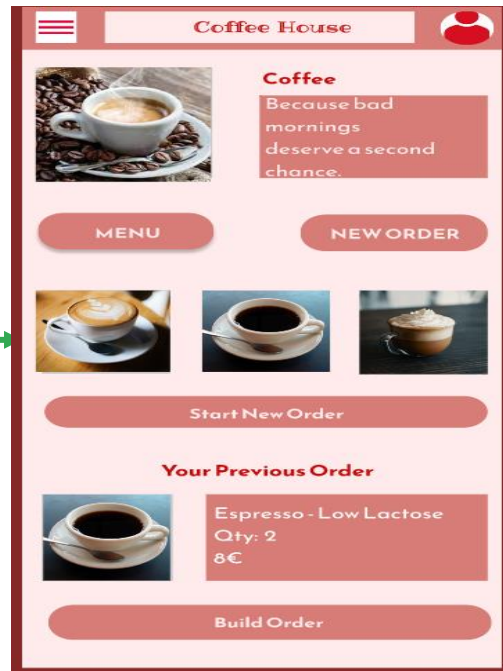- Accessibility

Mockups

Early designs allowed for
some customization,
but after the usability
studies, I added additional
options to **choose milk**. I
also revised the design so
users see **all the
customization options**.

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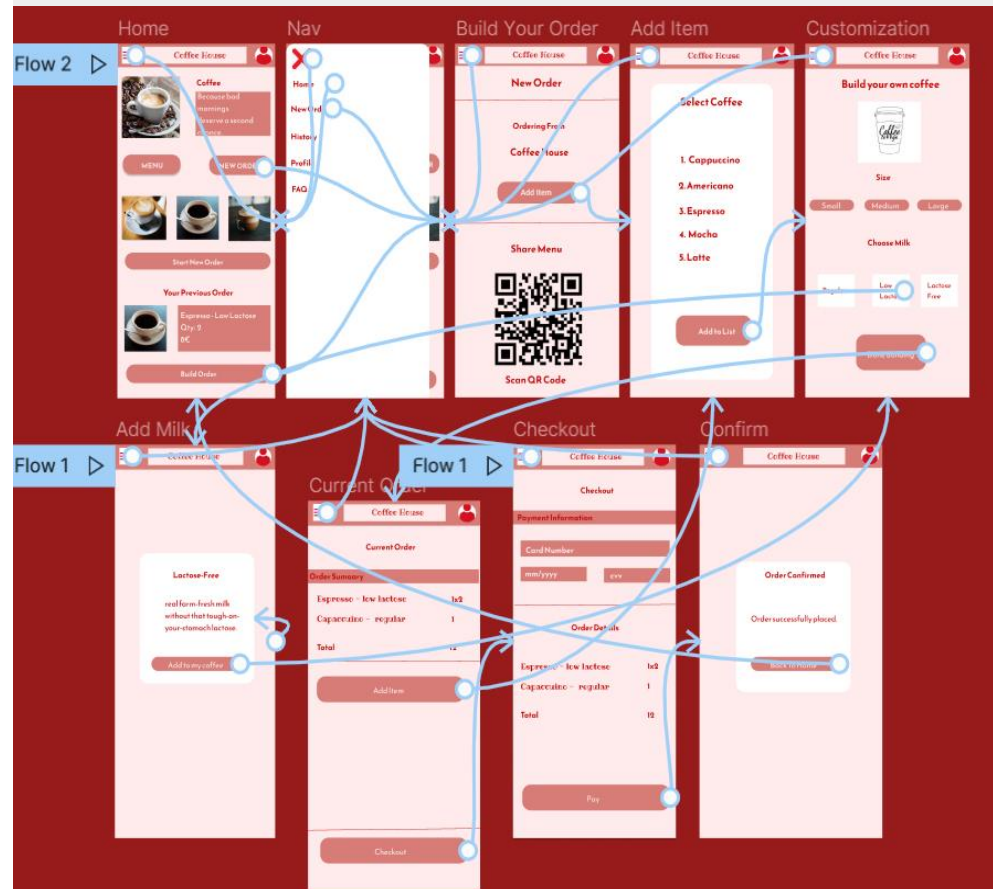
High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for building a coffee and checkout. It also meet user needs for a pickup or delivery option as well as more customization. View the Coffee House high-fidelity prototype

Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used detailed imagery for coffee and milk to help all users better understand the designs.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

The app makes users feel like Coffee House really thinks about how to meet their needs.

One quote from peer feedback:
"The app made it so easy and fun to build my own coffee! "

What I learned:

While designing the Coffee House app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

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Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

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Let's connect!

Thank you for your time reviewing my work on the Coffee House app! If you'd like to see more or get in touch, my contact information is provided below.

Email: komal.mathur0712@gmail.com

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