skip2sip

CASE STUDY

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THE IDEA

Skip2Sip exists in order to create a platform to efficiently order and explore drink options within crowded venues, so time is spent with friends and family, and not in line.

THE TEAM

Ryan Lee

UX Project Manager

Marley Rubin

Lead Visual Designer

Cassandra Swilley

Lead UX Researcher

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Lead UX Designer

GOALS FOR SKIP2SIP

1. Safe & Efficient app for drink ordering
2. Reliability
3. Eliminates having to vye for the bartender's attention
4. Accountability
5. Usability and Accessibility

PROBLEMS

Ordering drinks can take a lot of time, especially when the venue is crowded

Many people are not sure what they want to order, or don't know what's available and want to try something new

Customers aren't always aware what ingredients are in the drinks

Customers do not have a secure or reliable way to keep track of how much they spent or how much they drank

SOLUTIONS

Create a platform that is is safe and eliminates the frustrating aspect of waiting at the bar for a drink

Encourage the bar's promotions and specials. As well as highlight certain drinks that are recommended

Provide customers with the drink description, drink ingredients and other relevant information

Safe ordering and the ability to set limits on the platform for users to keep track of their payment and the amount they have drank

MARKETPLACE OVERVIEW

FEATURES	TRANSACT	INSTACART	STARBUCKS	SKIP2SIP
Catalog of available drinks along with ingredient information	✓	✓	✓	✓
Ability to order freshly-made drinks	✗	✗	✓	✓
Ability to keep track of number of drinks and money spent w/ reminders	✗	✗	✗	✓
Online payment methods	✓	✓	✓	✓
Accurately gives user updates and notifies when drink is ready	✗	✓	✗	✓
Security Verification at pick-up area	✓	✗	✗	✓

DIFFERENTIATION

It's more than just a menu, it can keep track of your entire night.

Allows you to be more social, can quickly order what you want and then set up payment

Could be the future of paying at bars

IDENTIFYING USERS

Primary Users | Customers

- People who frequent bars and/or nightclubs
- Around 18 years and older

Secondary Users | Employees

- Bartenders
- Hostesses

Tertiary Users | Owners

- Event Organizers
- Bar Owners
- Primarily to view past orders

USER RESEARCH METHODS

In general, how long do you expect it will take to get a bartender's attention and get your drink, and pay?

12 interviews conducted targeting different demographics from the age of **21-30**

Can you recall a past experience where you struggled with getting a drink at a bar or a club?

How often do you visit a venue or bar per week?

When going out, do you usually know how much your drink will be before giving your card or do you find out after you have paid?

What would keep you from ordering a drink through an app, even if the option was available to do so?

FINDINGS

- Getting bartender's attention - male vs female gaze
- Girls fearing safety, watching drink be made, safe to pick up
- Some people like talking at the bar, getting recommendations from bartender
- People tip more face to face than on an app
- Pay frustrations
  - Not knowing how much they will spend before giving their card
  - Most people end up spending more than they want
- Emphasis on giving significance to the socialization aspect of going to bars/clubbing

PERSONAS

JOHNNY HALE

Education: University of Miami: Business major in frat, co 2024
Hometown: New York City, New York
Family: no siblings
Age: 21
Occupation: Student

PERSONALITY:
- Charismatic
- Addictive
- Extrovert
- Impatient
- Irresponsible

SKILLS:
- Starting up conversations
- Chugging
- Skateboarding
- Film Photography

GOALS:
- Meet new people
- Make new memories
- Saving money
- Bring home a girl

PAIN POINTS:
- Wasting time not with friends
- Running low on money

SCENARIO: Johnny is a 21-year-old student at the University of Miami. He's a business major and enjoys hanging out with his friends and partaking in Greek life. Some would say he drinks irresponsibly, which is why he has an interest in an app that would make this experience more efficient. He is a self-proclaimed extrovert and loves engaging with new people and the socialization aspect of bars and clubs. He averages going to two bars and clubs a week to fulfill his need to engage with others. When he does go out, he often states that he spends way too much money than intended, partly because he wants to drink and be out with his friends, and also partly because he never knows how much a drink is before giving his card to the bartender. This is one of his many frustrations going out, but because it seems like the norm, he has never considered a new way of ordering at the bar/club.

FLORA STEVENSON

Education: High School Diploma, University Dropout
Hometown: Scottsdale, Arizona
Family: Two younger brothers
Age: 27
Occupation: Administrative Assistant

PERSONALITY:
- Introverted
- Positive
- Calm
- Resourceful
- Type-A

SKILLS:
- Book smart
- Fashionably educated
- Up to date on pop culture

GOALS:
- Grab drinks with her girl friends
- Enjoy her time out

PAIN POINTS:
- Hard time saying her order
- Cautious about seeing her drink made

SCENARIO: Flora is an introverted young professional currently working as an administrative assistant.. She likes to go out with her friends for a drink or clubbing at least once a week and also with her job, she is at events that have drinks often.. She usually has a hard time ordering a drink at the bar because she is shorter than the people around her, so she's often lost in the crowd when the bartender is looking for who to take the next order from. As a woman in this social environment, she's often very wary about how her drink is made and who makes her drink because of many close encounters and stories about other girls being roofied or their drinks laced with something. She also has often had trouble ordering drinks over the loud music and talking and having to yell at the bartender, which she often does not like doing because she is more introverted. She's interested in this app because it increases her time on the dance floor and limits her time at the bar, but one thing that would prevent her from using the app is its overall safety.

LAYLA KENNEDY

Education: University of Miami: Graduate, co 2014
Hometown: Lexington, Kentucky
Family: One older sister
Age: 34
Occupation: Lawyer

PERSONALITY:
- Positive
- Fun loving
- Adventurous
- Risk taker

SKILLS:
- Talkative
- Knows a lot of random facts
- Can make her friends safe

GOALS:
- To have an quick bar experience
- Spend time outside

PAIN POINTS:
- Lack of efficiency in ordering
- No price transparency

SCENARIO: Layla is a 34-year-old lawyer practicing out of New Jersey. She is a professional within her field, but since she rarely has a lot of time for personal outings, she likes to go all out with her friends when she's able to. She likes going out to enjoy the music, try new drinks (she never orders the same thing twice), and meet new people in her new city. She is allergic to gluten so it is hard to discern which drinks would not give her an allergic reaction because there is rarely enough time or space to look through a menu before ordering. This is a difficult issue to navigate for her, as she doesn't like always feeling like she has to order the same things. She is frustrated with the excruciatingly long waits at the bar, she feels it is inefficient and can ruin a night out. She feels she is always waiting 30-45 minutes to make an order. She recalls one time where she wanted to order for happy hour, but the wait was so long that by the time she ordered, happy hour had passed.

IDEATION & BRAINSTORMING

VISION STATEMENTS

JOHNNY HALE

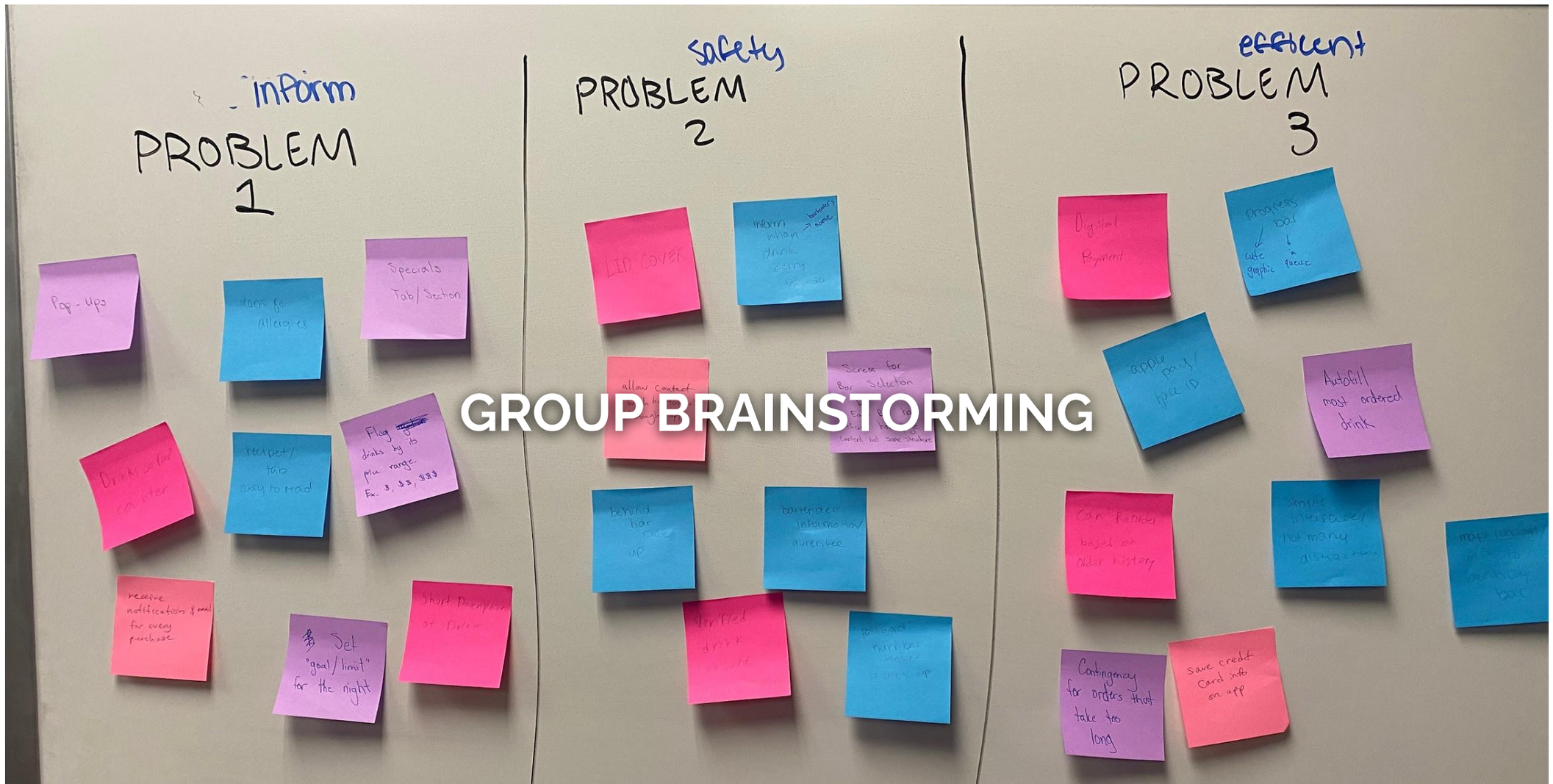
How might we keep the users informed during their night out?

FLORA STEVENSON

How might we make users feel more secure in buying drinks through an app?

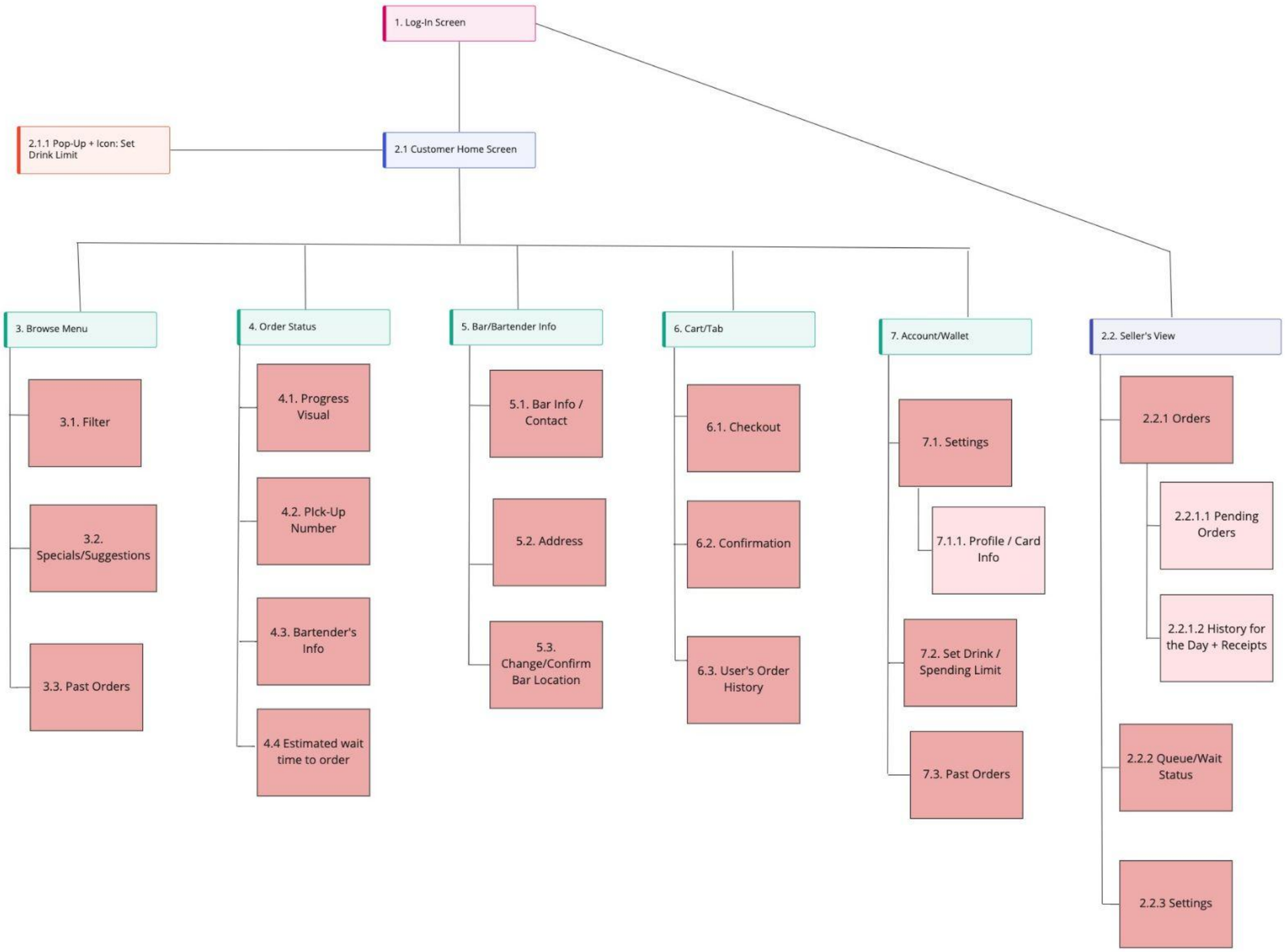
LAYLA KENNEDY

How might we make obtaining drinks more efficient for the user?



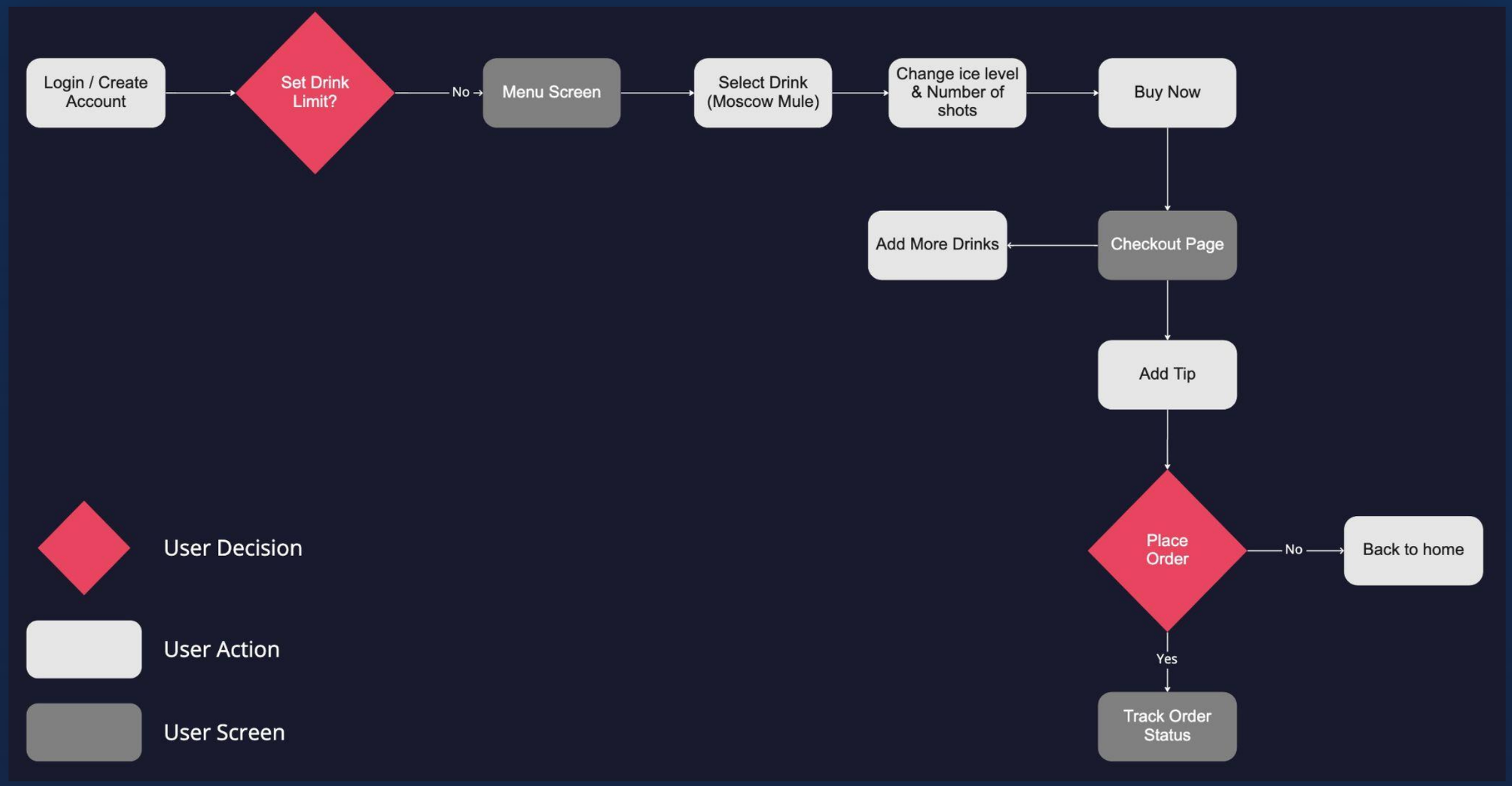
GROUP BRAINSTORMING

SITEMAP


1. Log-In Screen
2.1.1 Pop-Up + Icon: Set Drink Limit
2.1 Customer Home Screen
3. Browse Menu
3.1. Filter
3.2. Specials/Suggestions
3.3. Past Orders
4. Order Status
4.1. Progress Visual
4.2. PIck-Up Number
4.3. Bartender's Info
4.4 Estimated wait time to order
5. Bar/Bartender Info
5.1. Bar Info / Contact
5.2. Address
5.3. Change/Confirm Bar Location
6. Cart/Tab
6.1. Checkout
6.2. Confirmation
6.3. User's Order History
7. Account/Wallet
7.1. Settings
7.1.1. Profile / Card Info
7.2. Set Drink / Spending Limit
7.3. Past Orders
2.2. Seller's View
2.2.1 Orders
2.2.1.1 Pending Orders
2.2.1.2 History for the Day + Receipts
2.2.2 Queue/Wait Status
2.2.3 Settings

USER FLOW

ORDERING A DRINK QUICKLY



LOW-FI WIREFRAMES

SKIP2SIP STYLE GUIDE

Typography

Font Family

Aa

Open Sans

Headers

HEADING 1

Bitter, MEDIUM, 40px

HEADING 2

Bitter, Semibold , 25px

HEADING 3

Raleway, Medium, 20px

HEADING 4 UPPERCASE

Raleway, Semibold, 16px

Paragraph

Paragraph 1

Raleway, Regular, 16px

Button / Link

BUTTONS --> Uppercase

Raleway, Bold, 24px

Colors

60%
Background Colors

#16213E

#1A1A2E

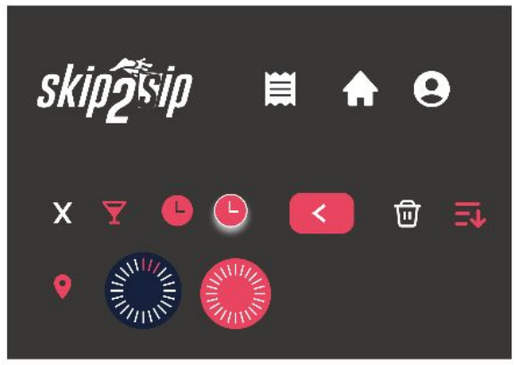
30%
Text, Icons

#FFFFFF

10%
Buttons, Interactive Elements, Feedback, Icons

#E94560

Logo & Icons:



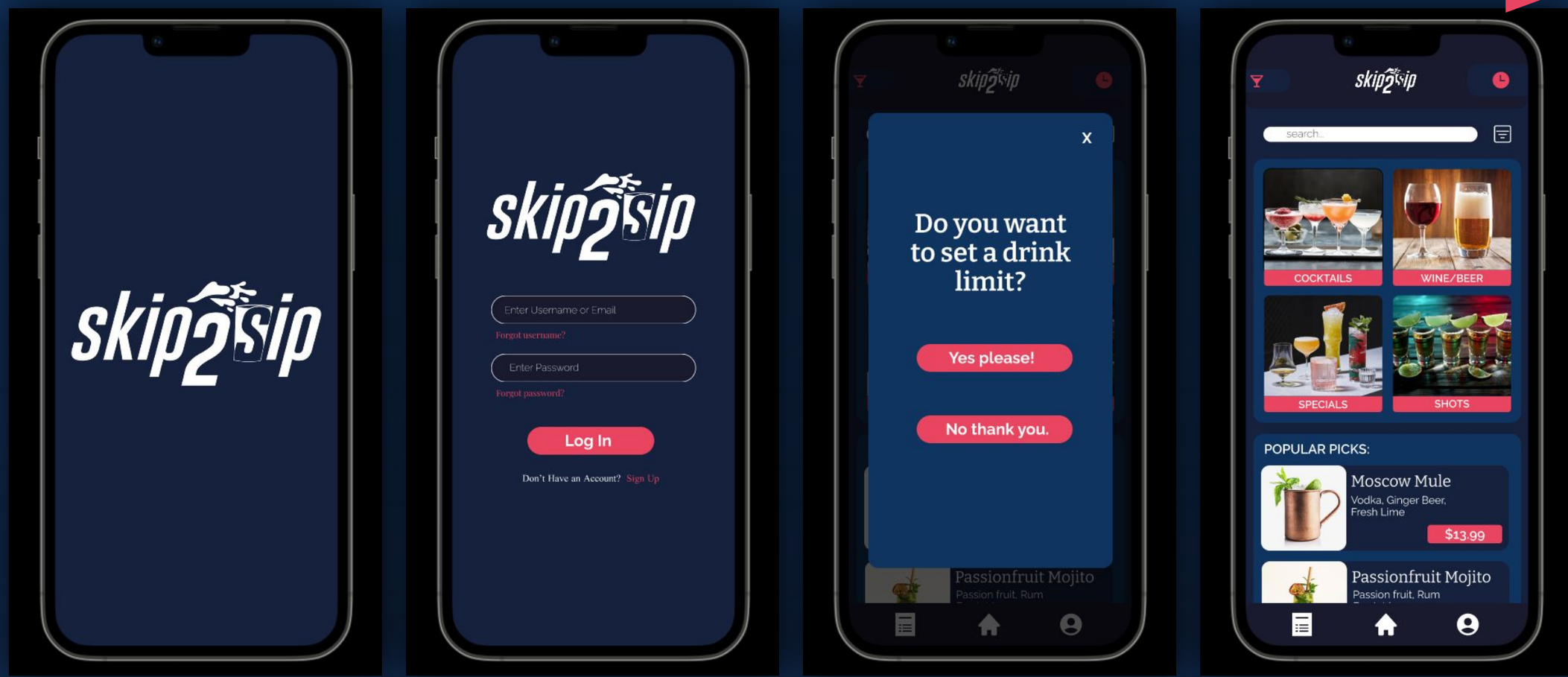
Buttons

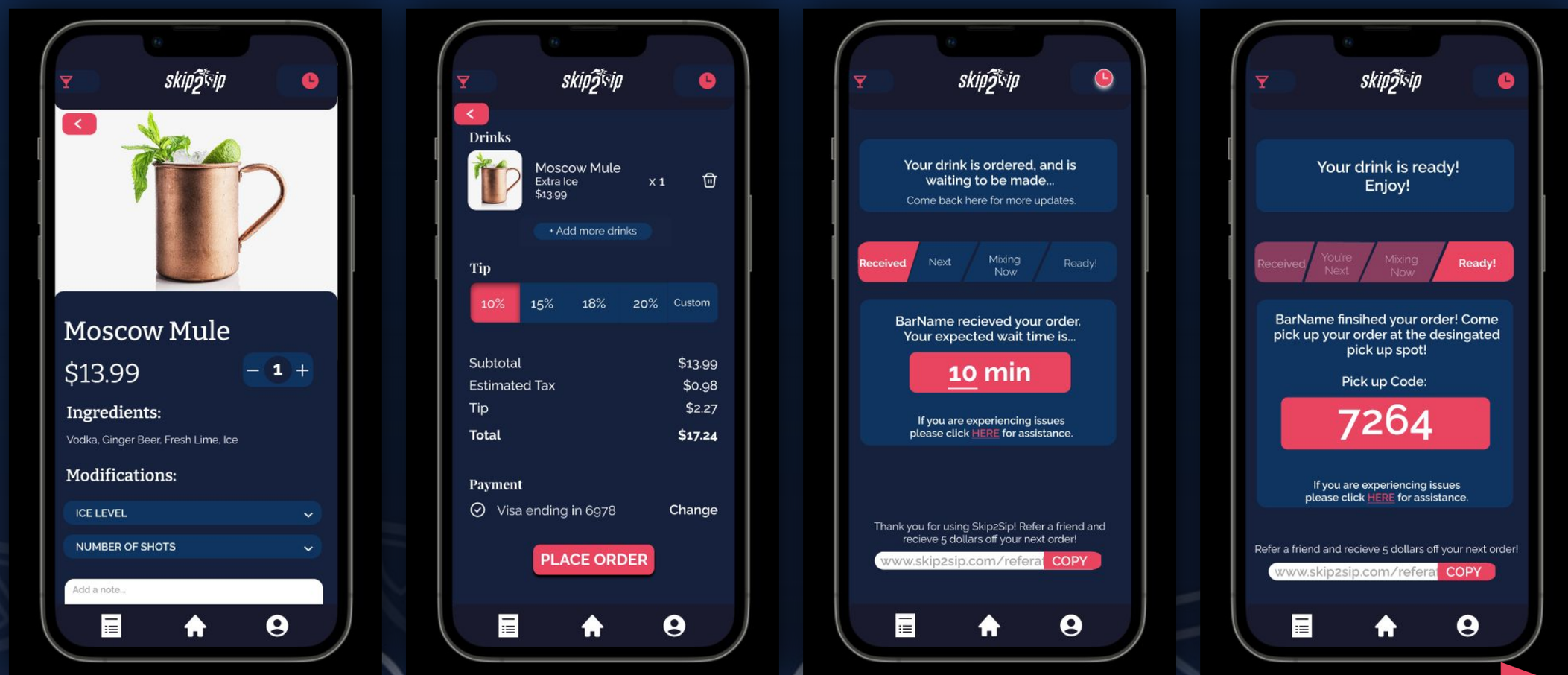
ADD TO TAB

PLACE ORDER

Log In

HIGH-FIDELITY MOCK UPS





USER TESTING

Each member of our team recruited one participant to conduct user testing. Participants were given a task to complete on the platform and then were asked questions about the experience and the platform

SCENARIO #1: Ordering a Moscow Mule with Extra Ice and 2 Shots -" You have entered a bar venue and would like to order a Moscow Mule with Extra Ice and 2 Shots. Go ahead and place this order with a 10% tip."

SCENARIO #2: Pick up Code - "It has been some time since ordering your drink, it is ready to go pick up. Go back to the app and find your Pick Up Code so you can securely get your drink."

RESULTS

	USER #1	USER #2	USER #3	USER #4
SCENARIO #1	✓	✓	✓	✓
SCENARIO #2	✓	✓	✓	✓
USER NOTES:	The apps use is clear, would like a pop up though when my drink is ready	App's theming is fit for a bar, but I had confusion with "buy now" vs "add to tab"	App makes sense with the popularity of food apps. Liked the popular picks	Check out page was easy because it was similar to other existing apps

KEY FINDINGS

Clarify "Buy Now" vs "Add to Tab"

App's use appears to make drink ordering an easier and more efficient process

Concerns about using the app while intoxicated, may be more difficult

App feels familiar for users that use other food ordering apps

Users want a pop up when their drink is ready

Customization when ordering drinks is necessary and wanted by users

HEURISTIC EVAL. FINDINGS

23/28 rules were met out of the ones we examined with our evaluation

1. Make it more obvious to users where they are on the page (1.10)
2. Depend less on recall for icons (2.1)
3. Make it easier to edit choices within ordering app (3.6)
4. Possibly make language easier to understand (6.2)
5. Double check error recovery in design (6.4)

Recommendations

Make Users aware of their current position - indicate which page they are on

- Edit navigation in terms of icons and ordering

Consistency Standards - *Mental Map Correction*

- Pick either “Add to tab” or “Buy Now”

Notify Users drink is ready

- Include pop-up on home screen when user’s drink is ready

Show Estimated time on the drink

- Similar to how current food ordering apps have an estimated time for food delivery

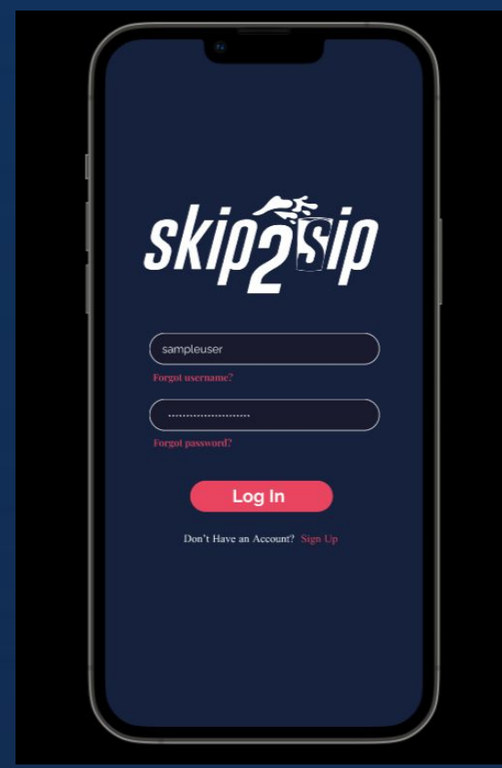
Show users what bar/club

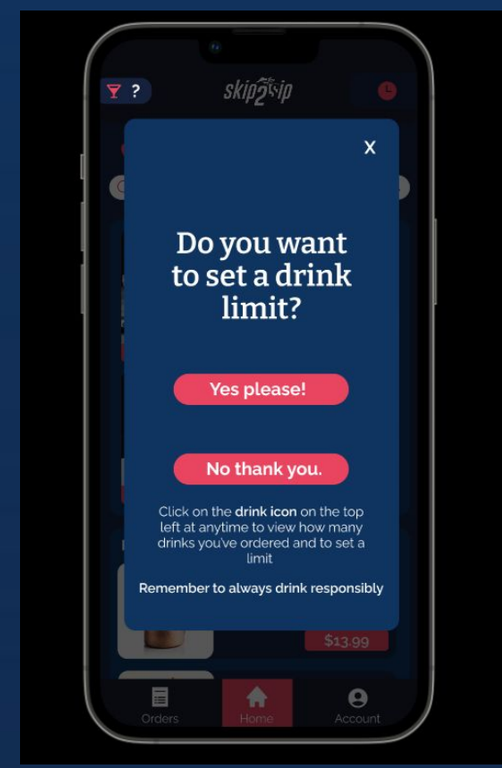
- Include space on Home Screen to show what bar/club users are ordering from

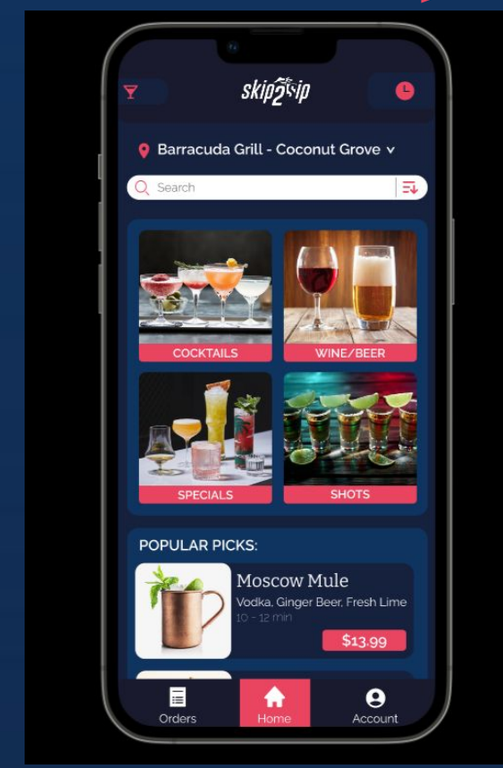
Aesthetic Design for progress bar

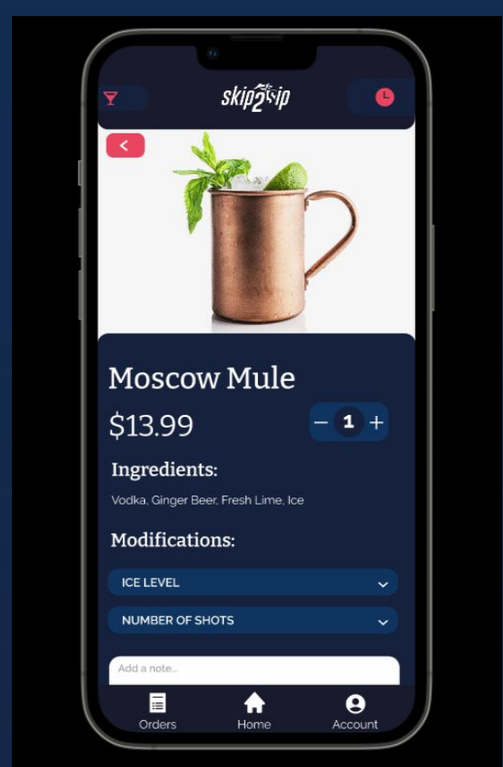
- Change interface of progress bar → adopt more of a progress circle model

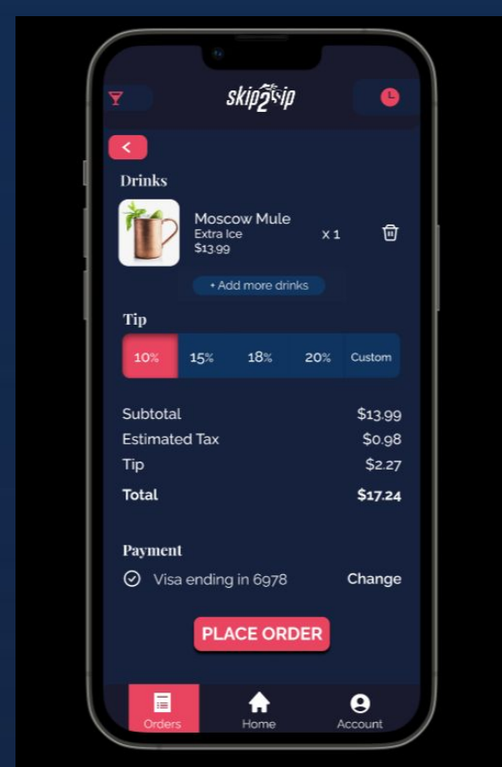
FINAL PROTOTYPE

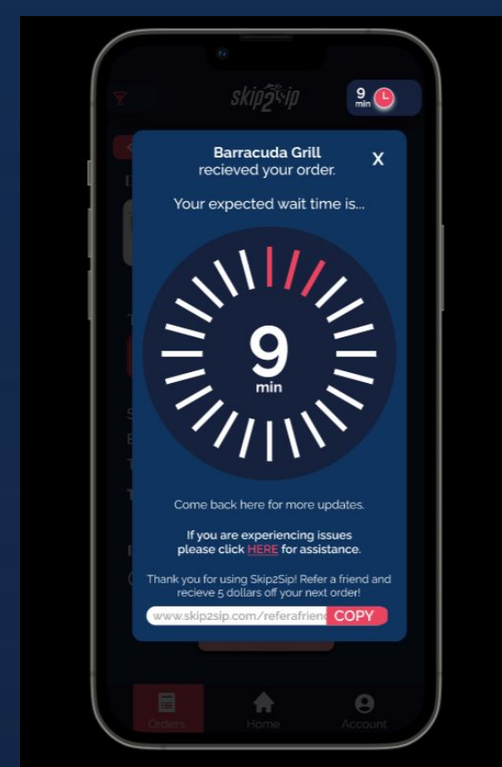


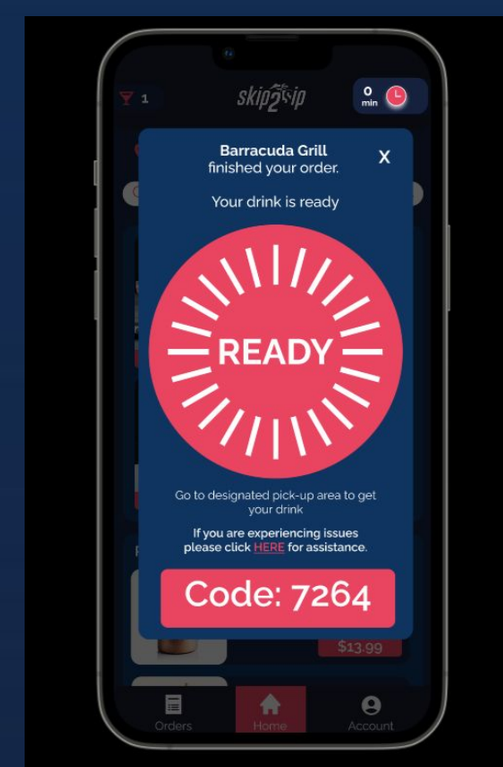












WORKING PROTOTYPE

Link to Skip2Sip Working Prototype

LOOKING FORWARD

- Create the seller's interface of the app
- Conduct further user research, this time for bartenders
- Implement more options to filter and explore the app
- Create a page to find bars that use the app and are currently open/ability to see their menu
- Expand on the account option in navigation

THANK YOU