



Chapter 7

Product Management & UI/UX Research & Design Challenge



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Background



Established in 2018, **Fore Coffee** is a passionate coffee startup aiming to brew the best specialty coffee for our customers. As our name derived from the word forest, we aim to **grow fast, strong, tall and bring life** to our surroundings. We want our existence to increase coffee quality for our community.

Leveraging network and experience, we are using the latest tech for our tools and bean blend. Directly from the selected farmer, high-quality beans are processed and roasted to perfection by ourselves then passed on to our skilled barista, excitedly **preparing the cup of happiness** to be served to you especially.

The development of today's digital world can be seen in many applications that are commonly used daily, one of them is the FnB application which is becoming increasingly popular lately. However, in its development, there are still many applications that still need improvement, one of them is the Four application, which is an application for ordering coffee independently or for delivery



COMPETITOR ANALYSIS

	STARBUCKS	FLASH COFFEE	JANJI JIWA	KOPI KENANGAN	FORE
Ratings	3.5	4	2.6	4.9	4.8
Review number	9389	643	1304	82K	23K
Download number	1M+	100K	100K	1M+	1M+
Target User (Geography)	Indonesia	Indonesia Singapore Thailand	Indonesia	Indonesia	Indonesia
Delivery Order	x	v	v	v	v
Pickup Order	v	v	v	v	v
Loyalty point	v	v	v	v	v
Nearby Store	v	x	v	v	v
Membership e-card	v	v	v	x	x
Payment option	(top up starbucks card) Virtual Account melalui bank BNI, BRI Mandiri, Permata, BCA	E-wallet: - DANA - Gopay - OVO - ShopeePay - Kartu kredit	- ShopeePay - OVO - Gopay	- GoPay - GoPay later - Kartu debit / kredit	E-wallet: - Gopay - OVO - Linkaja - Dana - Jenius pay - Shopee pay
Voucher	v	v	v	v	v
Layanan pengaduan	email and phone number		pengisian form pada apps	live chat via WhatsApp	live chat via WhatsApp



*“Based on feedback from users on Google Play store reviews, some of them complained about **the difficulty of changing order details for certain items** and the communication process between users, drivers or stores in terms of shipping, both are the most pressing issues that often encountered by Fore app users”*

How Might We?



How to provide an easy and clear experience while choosing coffee variants in the application?



How to provide an easy and clear experience while selecting shipping options in the application?



How to provide an easy-to-understand display to save time for customers

Objective



Provide the best quality and coffee experience with Fore Coffee for various circles

Key Result



Increase **revenue** by 45%



Increase **number of transaction** by 50%



Increase **number of apps users** by 40%



Increase **active user** by 50%



Increase **number of downloads** to double more by 2022

Motivation:

- Get an easy and fun coffee drinking experience
- Want a simple way in ordering coffee

Social Media:



Frequently used apps:



“Sylvie is a private employee at an E-Commerce in Jakarta. While at work, Sylvie often drink coffee to keep her focused. From various choices, he found an application for ordering coffee that is easy & friendly-user, because this app can place orders with variety of menu, the apps is FORE Coffee. Sylvie then interest to register an account & order coffee from the FORE apps while exploring the promos that could be obtained.”



**Sylvie, 27 thn
Pegawai Swasta
Jakarta**



Customer Journey Map

[Link CJM](#)

Stage	CREATE ACCOUNT	ACCOUNT COMPLETION	ADD TO CART
Customer Goals	Successfully created an account on Fore Coffee app.	Successfully complete personal data	Choose type of product to be purchased including quantity, size, type of drink, etc.
Touch Points	Authentication Page (Registration)	Account page	Product page
Channels	Apps Fore	Apps Fore	Apps Fore
Process	<ul style="list-style-type: none"> - User enter the Fore Coffee application - User enter the Login/Register page - User enter phone number - User verify account - User determines the Fore application pin 	<ul style="list-style-type: none"> - fill in username - fill in e-mail / phone number - fill in date of birth - fill in Gender - upload photos* - connect google account* <p>*= optional</p>	<ul style="list-style-type: none"> User enter the product page User select product User select product type and quantity User click "enter cart"
Feelings	Confuse	Neutral	Enjoy
Customer Pain points	Confused when look at the undifferentiated Register/Login page	-Hard to see for the selected date of birth	<ul style="list-style-type: none"> - there is no "notes" feature so you can't add additional notes to the orders - the color of the "ORDER NOW" button is the same as the background color of the apps so it doesn't look like a button
Potential Solution	Distinguish between registration page and login page	- give a different color to the part we choose	<ul style="list-style-type: none"> - Added "Notes" feature on product order page - Made UI Improvements, especially in the "Order Now" button

Customer Journey Map

[Link CJM](#)

Stage	ORDER OPTION	CHECKOUT & PAYMENT
Customer Goals	Choose order delivery method with two options: offline store pickup or delivery order	Can do checkout easily
Touch Points	- Order Page	- Payment Options Page - Checkout Page
Channels	Apps Fore	Apps Fore
Process	<ul style="list-style-type: none"> - User choose the order method (offline store pickup or delivery order) - Choose the nearest store - Choose the destination address 	<ul style="list-style-type: none"> - User chooses the payment method - User links the payment method with the payment platform - User fills in the id payment platform number - User saves the payment method
Feelings	Neutral	Confused
Customer Pain points	<ul style="list-style-type: none"> - The google maps feature that used to calculate the delivery distance is not interactive (frozen) and lacks of information - confused when ordering the same menu with quantity more than 1 with different conditions / details 	<ul style="list-style-type: none"> - limited payment options - no warning link to inform the payment is success or not - have to return to the payment method page if the link result are fails - confused about which voucher code to be used when purchase
Potential Solution	<ul style="list-style-type: none"> -Google maps feature is made to be interactive with clearer estimated distance - Added Order menu details feature per item 	<ul style="list-style-type: none"> - added more payment features - added a pop up notification feature regarding the success / failure of the payment

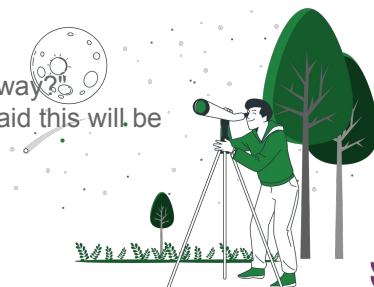
Customer Journey Map

[Link CJM](#)

Stage	DELIVERY STATUS	RATINGS AND REVIEW ORDER
Customer Goals	Know the current delivery position	- Give a rating and review of all orders on fore apps
Touch Points	- Delivery Order Page	- Finish Order Page
Channels	Apps Fore	Apps Fore
Process	<ul style="list-style-type: none"> - user know the package are in delivery process - user can track live delivery - user can see photo as a proof of the pick up order 	- user give ratings to drivers and stores
Feelings	Enjoyed	Neutral
Customer Pain points	<ul style="list-style-type: none"> - can't cancel the order - no information about estimated time delivered - there is no chat / call in apps feature with drivers or stores - can't add notes to driver 	- there is no rating and review feature yet
Potential Solution	<ul style="list-style-type: none"> - add cancel order feature - add a chat / call in apps feature with drivers - add notes to driver feature 	- add rating and review order features

USABILITY TESTING REPORT

Insight	<ul style="list-style-type: none"> - 2 out of 3 users failed to do scenario #1. User are not familiar with the menu form in FORE app which is different from other food delivery apps - 2 out of 3 users failed to do scenario #3. Confusion happen when they have to add the same item with different details because there is no indicator that the detail has been selected
Research Method	Remote UT (Virtual using Gmeet)
Success Rate	9 out of 15 scenario has been successfully
Quote	<ul style="list-style-type: none"> - "Oh, so you can use a search? I can't see it. to add this product, do i have to click on the photo (of the product)?" - "So I need to entered it twice, right?" - "How do you make and notice the difference, huh? Can't I do it right away?" - "how we choose the courier? Just click on confirm order, right? I'm afraid this will be ordered immediately"



USABILITY TESTING REPORT

Issues to look into	<ul style="list-style-type: none"> • If you add quantity of same product with different details, the flow still confuse the user • The order confirmation button on the order confirmation page, make the user confused whether this is an straight away to order or not.
Recommendations	<ul style="list-style-type: none"> • If the quantity of the product that you want to buy is more than 1, the details can be made in a different modality • The order confirmation page should be thrown away, so it supposed to go to summary of where to send, what courier to use, and what payment to use
Testers	Salsabila, Heskie, Septalina



No.	Pain Point	Solution	Important	Urgent	Conclusion	Author
1.	Opsi cara pembayaran yang terbatas	Mengembangkan fitur pembayaran dengan menambah opsi baru menggunakan Virtual Account dan Cash On Delivery	Yes	No	Plan	Vivi
2.	Pemilihan store yang kurang easy to use	Revamp flow and UI layout	Yes	No	Plan	Fakhrul
3.	Tidak bisa cancel Order	Membuat fitur cancel order dalam 1 button	Yes	Yes	Do	Belson
4.	Belum ada fitur call/chat in apps dengan driver saat order	Membuat fitur chat / call dalam apps yang terhubung ke wa	Yes	No	Plan	Belson
5.	Penggunaan voucher yang kurang mudah dipahami dan membingungkan	Memperbaiki UI Flow penggunaan voucher/promo	Yes	Yes	Do	Yohannes
6.	Informasi promo/voucher kurang informatif dan efisien	Menambah informasi voucher/promo yang sesuai dengan produk yang dibeli, membedakan jenis voucher/promo	Yes	No	Plan	Yohannes
7.	Tidak ada fitur notes saat pemesanan	Menambah box notes pada order page sebelum pembayaran	Yes	Yes	Do	Vivi
8.	Bingung ketika ingin menambah informasi detail yang berbeda pada jenis produk yang sama	Memperbaiki UI flow pemilihan produk pada order page	Yes	Yes	Do	Fakhrul

Project Idea	Description	Impact	Confidence	Ease	I.C.E Score	Prioritization
Revamp Payment Option	Menyediakan opsi tambahan selain pembayaran menggunakan e-wallet	8	8	5	320	7
[NEW] Cancel Order Feature	Merapikan layout dan spacing tiap elemen sehingga lebih mudah dipahami alur dan tujuan tiap element	9	8	7	504	4
Revamp Pemilihan Store	Memperbaiki alur metode penggunaan voucher termasuk initial state yang harus dipenuhi sebelum bisa menggunakan voucher	6	8	8	384	6
[NEW] Fitur Note to Driver	Membagi promo berdasarkan jenis voucher yang ada di aplikasi Promo tukar poin Informasi Promo/Voucher yang otomatis ditampilkan/di apply	8	9	9	648	1
Improvement UI Voucher/Promo	Fitur ini akan membantu user untuk mengubah / menambah pesanan walaupun sudah melakukan payment	8	8	8	512	3
[NEW] Feature chat/call in apps	Fitur ini akan membantu user untuk menambah catatan pemesanan kepada driver sebelum pesanan dibayar	9	6	5	270	8
[NEW] Penambahan Informasi Promo	Fitur yang memberikan kemudahan bagi user untuk menghubungi driver/kurir tentang hal lebih lanjut mengenai order tsb.	7	8	8	448	5
Revamp UI dan flow order page	Merapikan layout serta mengevaluasi pemilihan warna, font dan spacing tiap elemen sehingga mempermudah user	8	9	9	648	2

Legend (Ice Prioritization scale): **Impact** : 1 – 10 (No Impact – Very high Impact) | **Confidence** : 1 – 10 (No Confidence – Very high Confidence) | **Ease** of Impl : 1 – 10 (Extremely Hard – Very Easy)

PRODUCT REQUIREMENT DOCUMENT



Vision

Provide the best quality and experience to enjoy coffee with Fore Coffee for various circles



Goal

Make it easier for users in terms of flow when make delivery orders

Make it easy for users to communicate during ordering process



Initiatives

- Improve flow and UI design of product purchased
- Provide a note feature in the order process



Personas

This product is aimed at users who want to enjoy a pleasant and easy coffee drinking experience with full features



Order and delivery stage improvement

Release : W4 June

Initiative

- Improvement flow order page
- Improvement UI Design order page

Features

- Revamp Flow Order Page

Dependencies

- Price details of each product from the marketing and business team
- All Comprehensive product database / order details from the data team



**More detail delivery
information**

Release : W4 May

Initiative

- Added user notes section for drivers and offline stores

Features

- Notes on Delivery Option

Dependencies

- Terms of writing in notes
- Character limit

Features



Notes on Delivery Option

Description

A feature for users when they want to **add notes** in the ordering process directed to the driver or to the offline store

Purpose

To **avoid errors** in the delivery process and to become a communication platform between users, drivers or stores

User Problem

Users have **difficulties communicating** their situation if there are important notes in the arrangement

User Value

User **can contact** fore if there are additional notes in the ordering process

Assumption

- Users can **deliver important notes** in the delivery process
- Users **do not feel confused** in the delivery process
- Users encounter **limited characters** in the note box



Revamp Flow Order Page

Description

This feature will help users when they want to buy **the same product with different details** by improving user flow and user interface

Purpose

Provide space for users to **manage their requests more freely** as desired

User Problem

Users get confused when they want to increase the quantity of the **same product with different details**



User Value

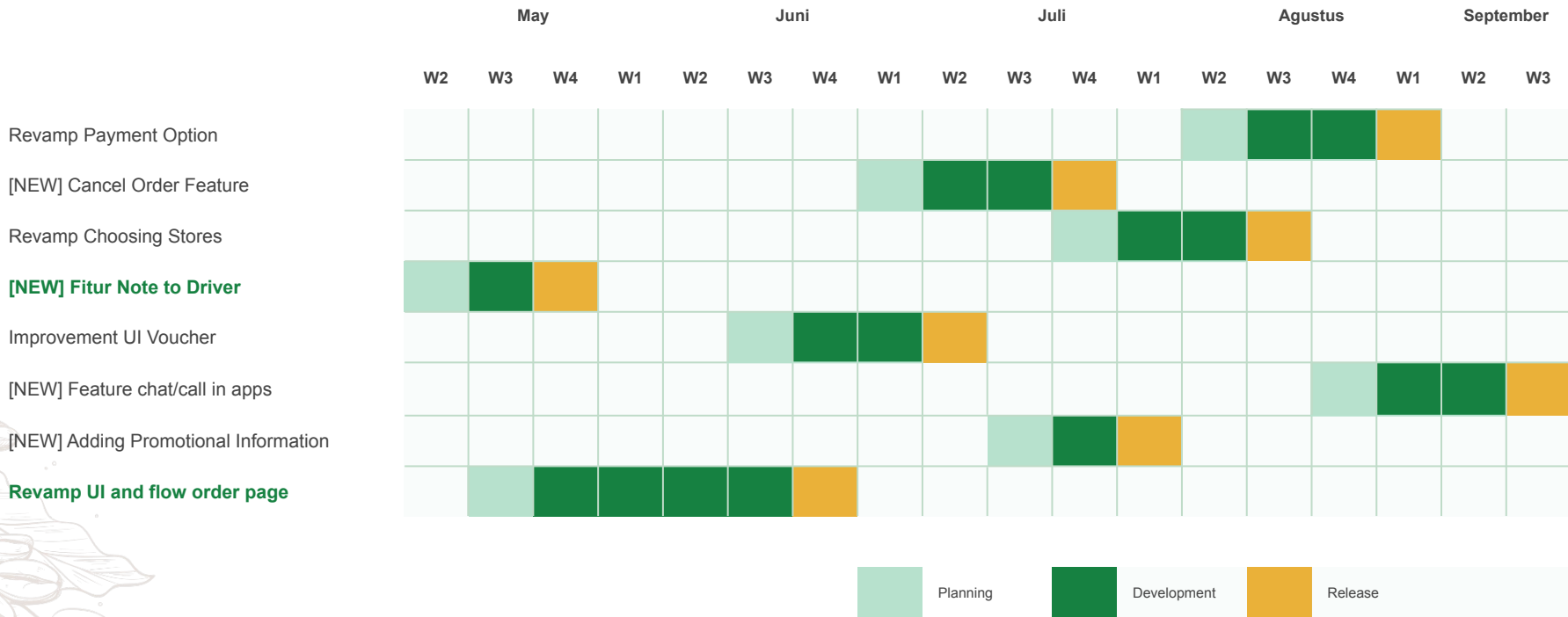
Make users more **comfortable and feel free** to choose the products they want
Make users **more confident** to place an order for the product

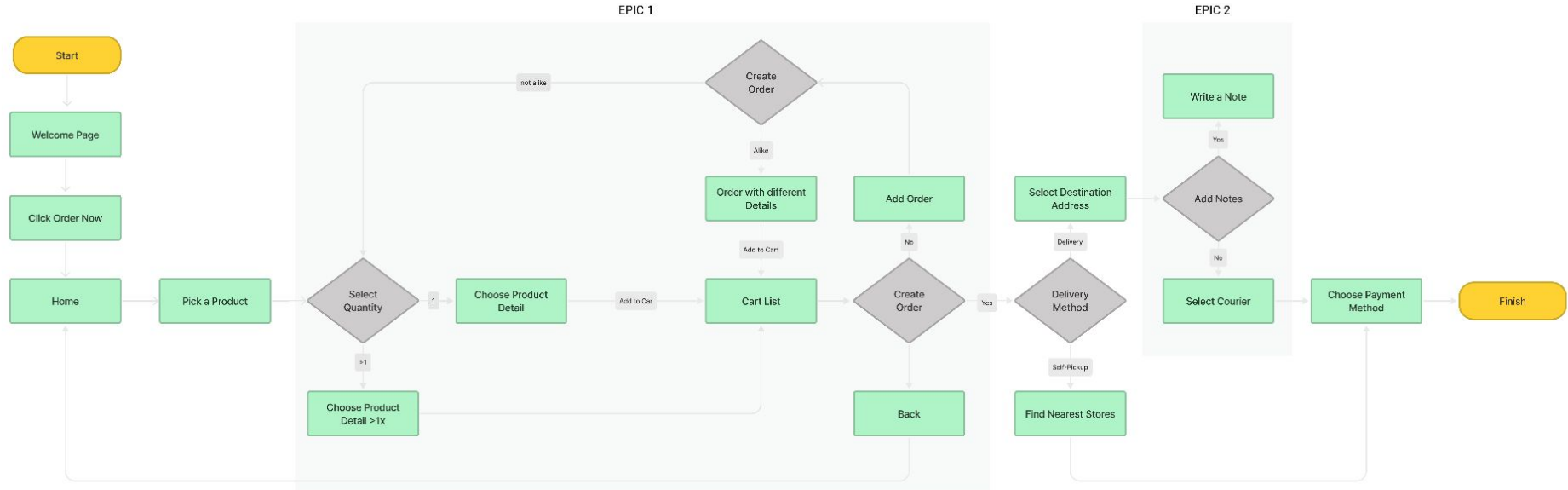
Assumption

- Users can **choose different products and details** more freely



		Android Dev	IOS Dev	FE Dev	BE Dev	QA	UI/UX	PM
	Order and delivery stage improvement	1	1	1	1	2	3	4
	Order and delivery stage improvement	1	1	1	1	2	3	4
Total Resources Need/Epic		1	1	1	1	2	3	4







Notes on Delivery Option



Revamp Flow Order Page

User Story

- As a user**
when I order
I want to be able to tell important notes about my order to driver or offline store barista
So that I can communicate my need better
- As a user**
When I want to choose a product
I want to order the same product with different details
So That it can differentiate the product purchased
- As a user**
When I want to confirm my order
I want have a clear information about my purchase summary
So That I can have easier process

Acceptance Criteria

- Note box
- Increase notes up to 500 characters
- Successfully added product to cart with different details
- To combine the order delivery method with the purchase summary
- Able to choose offline store pick up or delivery location





Notes on Delivery Option



Revamp Flow Order Page

User Story

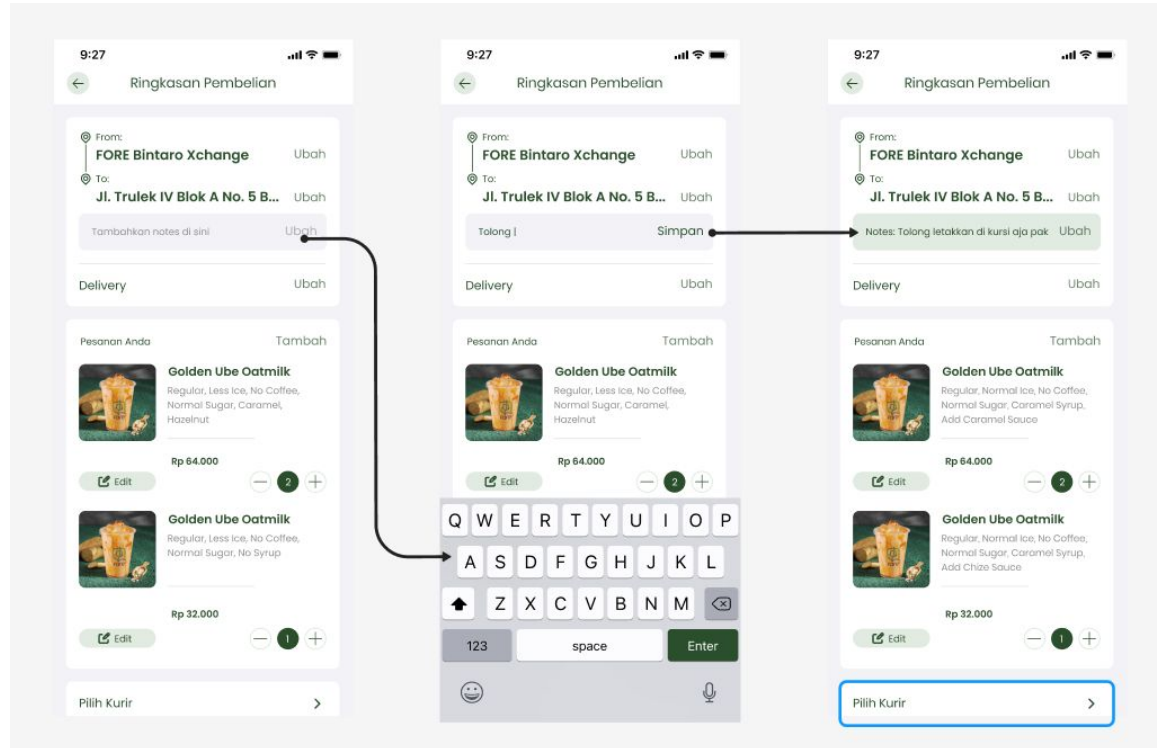
- **As a user**
when I order
I want to be able to tell important notes about my order to driver or offline store barista
So that I can communicate my need better
- **As a user**
When I want to choose a product
I want to order the same product with different details
So That it can differentiate the product purchased
- **As a user**
When I want to confirm my order
I want have a clear information about my purchase summary
So That I can have easier process

Success Metrics

- Increase user satisfaction by 60%
- Increase revenue by 45%
- Increase the number of transactions by up to 50%
- Increase user satisfaction by 60%

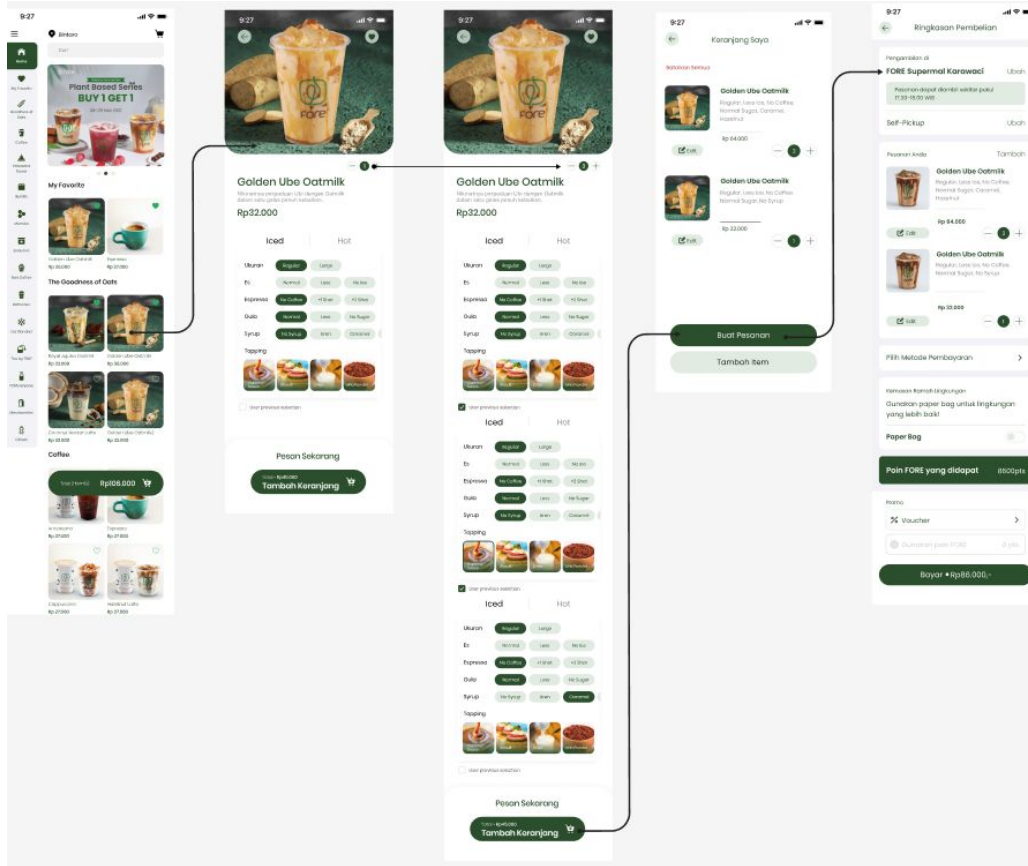


Notes on Delivery Option



Wireframe & HiFi Revamp Flow Order Page

[Link Demo](#)





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