User Research Project for Gulp Coffee

Prisha Rai

Mind Map

Proto-Persona

Basic Information

Name: Angelica Waters

Age: 27

Sketch:

Demographics and Behaviors

Personality: Confident, hardworking, logical, charitable, impatient, picky

Occupation: CEO of her own up and coming business

Relationship Status: Engaged

Likes to: Cook, go for her daily morning pilates

Loves to: Read, look at art/go to museums, stay busy, have her daily morning cup of joe

Does *not* like to: Waste time, eat unhealthy, go out with friends often (an introvert)

Goals (G) and Needs (N)

Needs to:
- Prepare for her wedding
- Save time

Wants to:
- Be as productive as possible to make her business long-lasting and successful
- Donate some of her profits from her business to multiple charities

Pain Points / Potential Solutions

Pained when: She has to waste time in line/traffic

Feels annoyed when: Things take a long time, especially unimportant things

A potential solution is:

Making the online experience as simple as possible so users can finish their order in less than 2 minutes. Also giving options for each coffee to be sold in large bulk sizes so customers don't need to make orders often

Research Problem Statement + Objectives

Research Problem Statement

Add a short, one-line summary of WHY you are running this research project:

Want to understand what their users behaviors, needs, and pain points are around purchasing coffee in order to create a convenient, seamless, online experience for coffee customers that is desirable to users.

Link to Research Plan

Research Objective 1

I want to understand: The type of customers that would use Gulp Coffee's potencial e-commerce page to build it around their taste and opinions

Research Objective 2

I want to understand: User's likes and dislikes about the online shopping experience to make it desirable for them

Background (Why) Add your research problem statement here.	Want to understand what their users behaviors, needs, and pain points are around purchasing coffee in order to create a convenient, seamless, online experience for coffee customers that is desirable to users.
Research Objectives (What) Summarize the research objectives here.	- Want to understand the type of customers that would use Gulp Coffee's potencial e-commerce page to build it around their taste and opinions - Want to understand User's likes and dislikes about the online shopping experience to make it desirable for them - Comprehend different customer habits and thought processes
Research Methods (How) Summarize the research methods that you'll use to achieve the research objectives. (For the Design Challenge, you'll use interviews as the main research method.)	Interviews

Participants (Who)

Describe the participants whom you'll recruit here. Answer the following:

1. How many participants are you targeting for your research (i.e., the sample size)?

2. What are their demographics (e.g., age, gender, location, occupation)? Make sure the participant group is diverse.

3. How will you recruit them?

- 2 participants
- Any age, gender, ad occupation
- Lives in the United States
- Is able to easily access the internet
- Drinks coffee at all
- Will recruit participants for the face to face interview by asking those around us if they are available to do so

Documents

Append links to other documents, such as your discussion guide, here.

Link to Discussion Guide

Interviews

Research Frame 1

The person whom you interviewed or observed.	We were surprised to notice or find out that...	What did you infer? What might have motivated this behavior or opinion? What's the insight?
Anoushka, a 17 year old girl who just graduated from high school.	She stated that she only drinks homemade (store-bought powder) dark roast black coffee and doesn't like going to coffee shops because they don't usually satisfy her	The insight is that she cares much more about the strong/full-bodied flavor, and doesn't care too much about the caffeine content. Therefore she wouldn't want to waste money buying it at coffee shops because it costs more and doesn't suit what she likes anyways.

Research Frame 2

We met:

Sandhesh, a working man in his mid fifties

We were surprised to notice or learn that:

His favorite thing about buying coffee in person is that you can try something new every time

We wonder if this means:

That pushing forward the diversity of different types of coffee Gulp Roast Coffee has would be important and helpful for the page

Iterated Proto-Persona

Basic Information

Name: Angelica Waters

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Demographics and Behaviors

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Occupation: CEO of her own new business

Relationship Status: Engaged

Likes to: Cook, go for her daily morning pilates, study coffee

Loves to: Read, look at art/go to museums, have/make coffee

Does *not* like to: Waste time, eat unhealthy, go out with friends often (an introvert)

Goals (G) and Needs (N)

Needs to:
- Prepare for her wedding
- Save time
- Spend her money wisely (unsure how the business will do)
- Relax more

Wants to:
- Be as productive as possible to make her business grow and become successful
- Donate some of her profits from her business to multiple charities

Pain Points / Potential Solutions

Pained when: She has difficulty getting the coffee she wants easily/conveniently

Feels annoyed when: Things take a long time

A potential solution is:

Making the online experience as simple as possible so users can finish their order in less than 2 minutes with the option of seeing descriptions/videos personally made by coffee experts

A 17 year old student with limited time and a small budget **needs**

[*User or persona*]

A convenient place to buy the coffee they want

[user or persona need]

because They are busy and have a strong preference on the coffee they drink .

[surprising insight]

A working professional in his 50s with a busy schedule **needs**

[*User or persona*]

A diversity of coffee types available to him

[user or persona need]

because that is what helps him relax and enjoy his coffee .

[surprising insight]

How might we _____ create

[action]

a quick and convenient way

[what]

for _____ adults with busy schedules

[user or persona]

to _____ ensure that they always have a supply of the coffee they desire **?**

[outcome]

Rapid Brainstorming

How might we create a quick and convenient way for adults with busy schedule to ensure that they always have a supply of the coffee they desire

options for different subscription services

Send some sort of reminder (which they can adjust based on how often they want it)

When they create an account they have the option to do a survey to be recommended coffee

Be recommended coffee products sold that are similar to the one being selected

Detailed filters that can make finding what they want fast

Very simple and fast checkout process

Videos from coffee experts reviewing/describing each coffee

Having the option to pick up their order from their nearest Gulp Coffee

Different shipping options (free would be default)

With every order getting a free sample of a different one for them to try

Options for different bulk sizes/orders

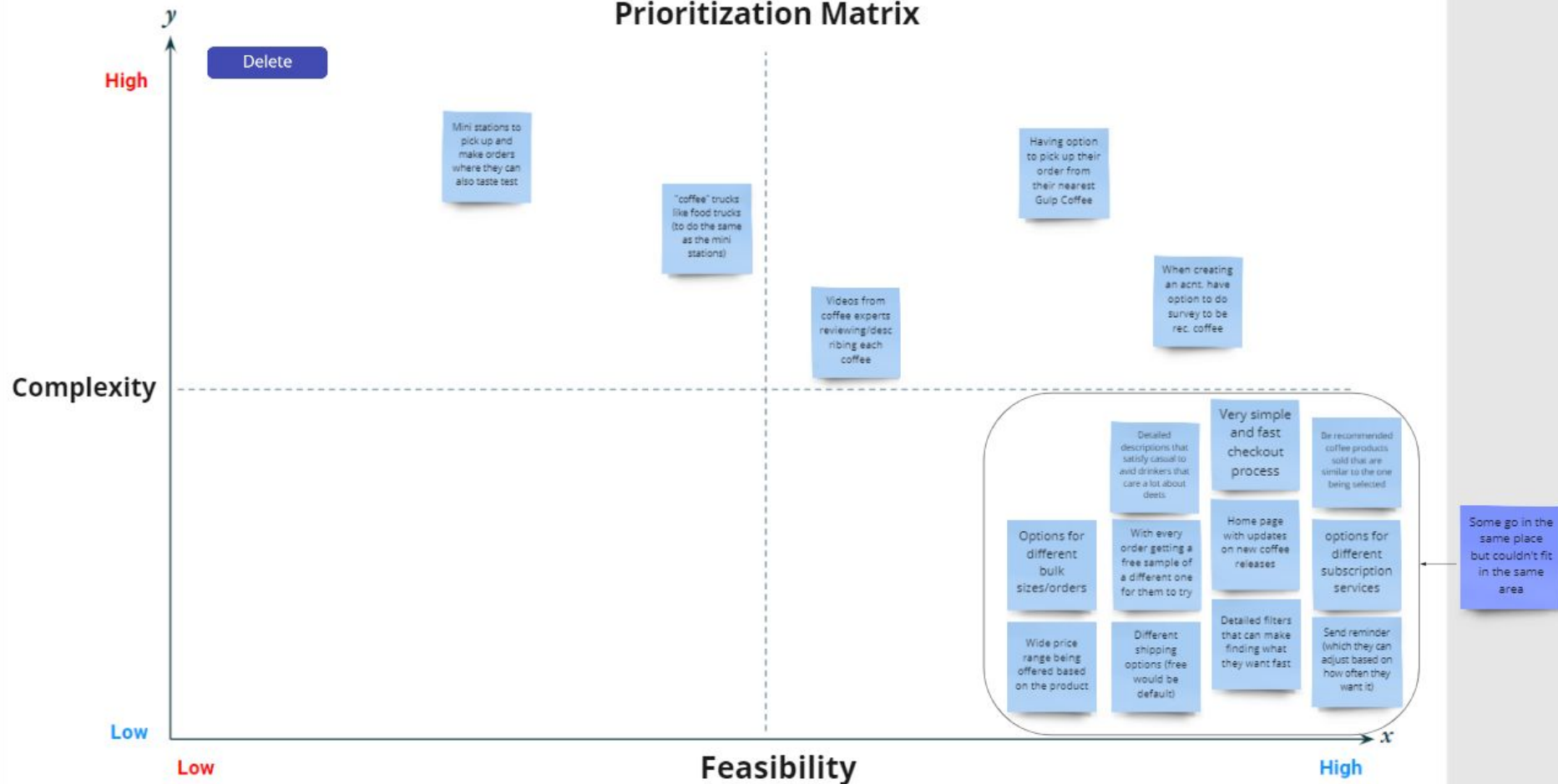Mini stations to pick up and make orders where they can also taste test

Wide price range being offered based on the product

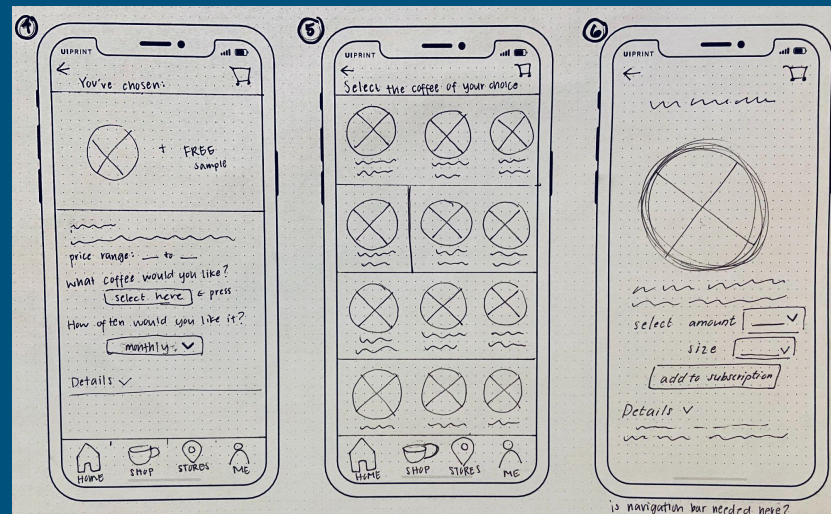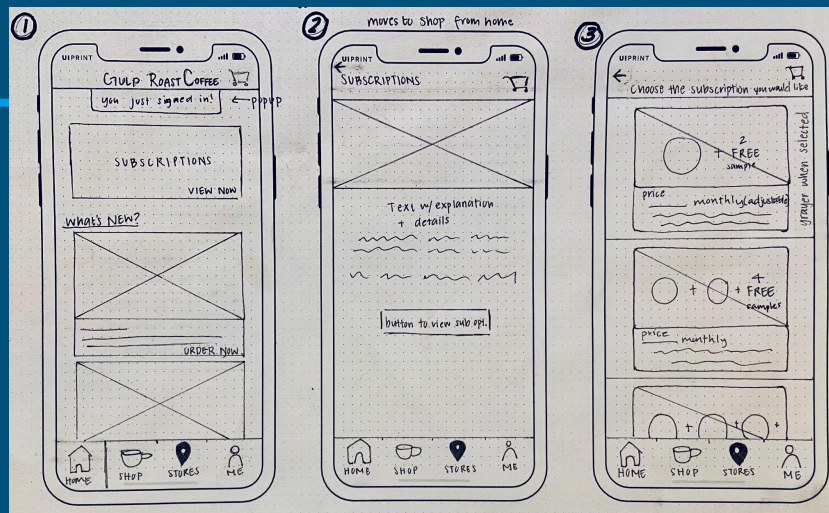Detailed descriptions that satisfy casual drinkers to avid drinkers that care a lot about deets

"coffee" trucks like food trucks (to do the same as the mini stations)

Home page with updates on new coffee releases

Prioritization Matrix

Complexity

High

Low

Feasibility

Low · · · · · · · High

Delete

Mini stations to pick up and make orders where they can also taste test

"coffee" trucks like food trucks (to do the same as the mini stations)

Having option to pick up their order from their nearest Gulp Coffee

Videos from coffee experts reviewing/describing each coffee

When creating an acnt. have option to do survey to be rec. coffee

Detailed descriptions that satisfy casual to avid drinkers that care a lot about deets

Very simple and fast checkout process

Be recommended coffee products sold that are similar to the one being selected

Options for different bulk sizes/orders

With every order getting a free sample of a different one for them to try

Home page with updates on new coffee releases

options for different subscription services

Wide price range being offered based on the product

Different shipping options (free would be default)

Detailed filters that can make finding what they want fast

Send reminder (which they can adjust based on how often they want it)

Some go in the same place but couldn't fit in the same area

Paper Prototype

Clickable Prototype

Link to Clickable Prototype

Prototyping Report Card #1

What is it: Client name / User test name: Gulp Roast Coffee e-commerce site development

Before the user test: Planning

The top three questions that this prototype test should answer:

1. Were there specific pages that made them hesitate due to confusion and why

2. Was there anything they believe should be added and why

3. What they enjoyed about the current prototype

The key metrics for success (that is, what should we accomplish for this user test to be successful or valuable?):

- The user is able to finish the process within 3 minutes
- User should clearly understand each step of the process and know what to do next
- Go from the home page to adding the filled out subscription to their cart successfully

After the user test: Insights and next steps

What we learned:

- Stated that when making purchases on websites she tends to not really read text on the site
- "View now" where subscription was shown on the home page made her assume that she would view her current subscriptions there
- Being very aware of the price from the very beginning is very important for her

Iterations: How will we improve the current prototype?

- Change the subscription button on home page to say "view subscription options" instead of "view now"
- Make prices larger
- More detail text right below image of the sub option and coffee type (above where you input your choices)

Prototyping Report Card #2

Before the user test: Planning

The top three questions that this prototype test should answer:

1. Were there specific pages that made them hesitate due to confusion and why

2. Was there anything they believe should be added and why

3. What they enjoyed about the current prototype

The key metrics for success (that is, what should we accomplish for this user test to be successful or valuable?):

- The user is able to finish the process within 3 minutes
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- Go from the home page to adding the filled out subscription to their cart successfully

After the user test: Insights and next steps

What we learned:

- Stated that having rewards was important for her
- location to put in additional notes for orders is very important for her due to having many food allergies
- Was a bit confused that the "view now" button led her to an explanation of the subscriptions rather than directly to the different subscriptions options

Iterations: How will we improve the current prototype?

- Get rid of second page with explanation of subscriptions and just add those details to the top of the third page that has the different options
- Move "order now" button on home page or emphasize it somehow

User Flow