



MyCafé App

An online coffee shop experience

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Project Duration: 10 Weeks

Tools: Miro, Figma, Zeplin

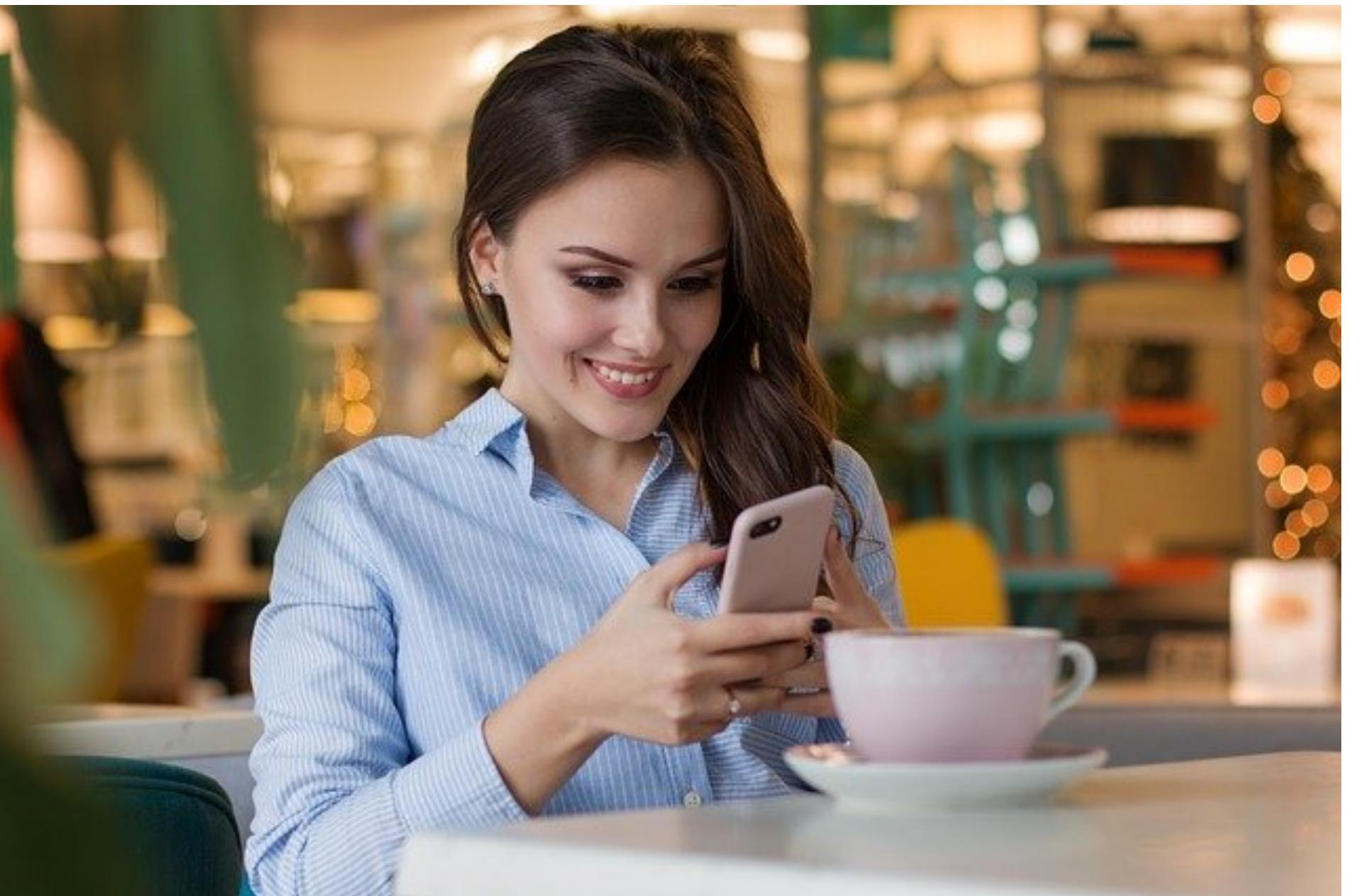


Challenge or Problem Overview

MyCafé coffee shop had been considering some improvements to have more dynamic approach in serving their customers.

The Café customers are mostly students. The Café can get really busy at certain times so the wait time for ordering would be long.

This problem can lead many students to either get their coffee somewhere else or totally dismiss ordering from MyCafé.



Discovery: Research & Analysis

I started my research by focusing on the users needs in terms of how often they go to a Café to get a cup of coffee and what would make their experience even more enjoyable.

Extracted data from a semi-structured interview with variety of users suggested that 80 percent of the participants go to coffee shop on a regular basis.

My research also revealed that 100% of the customers are students who use mobile apps regularly.

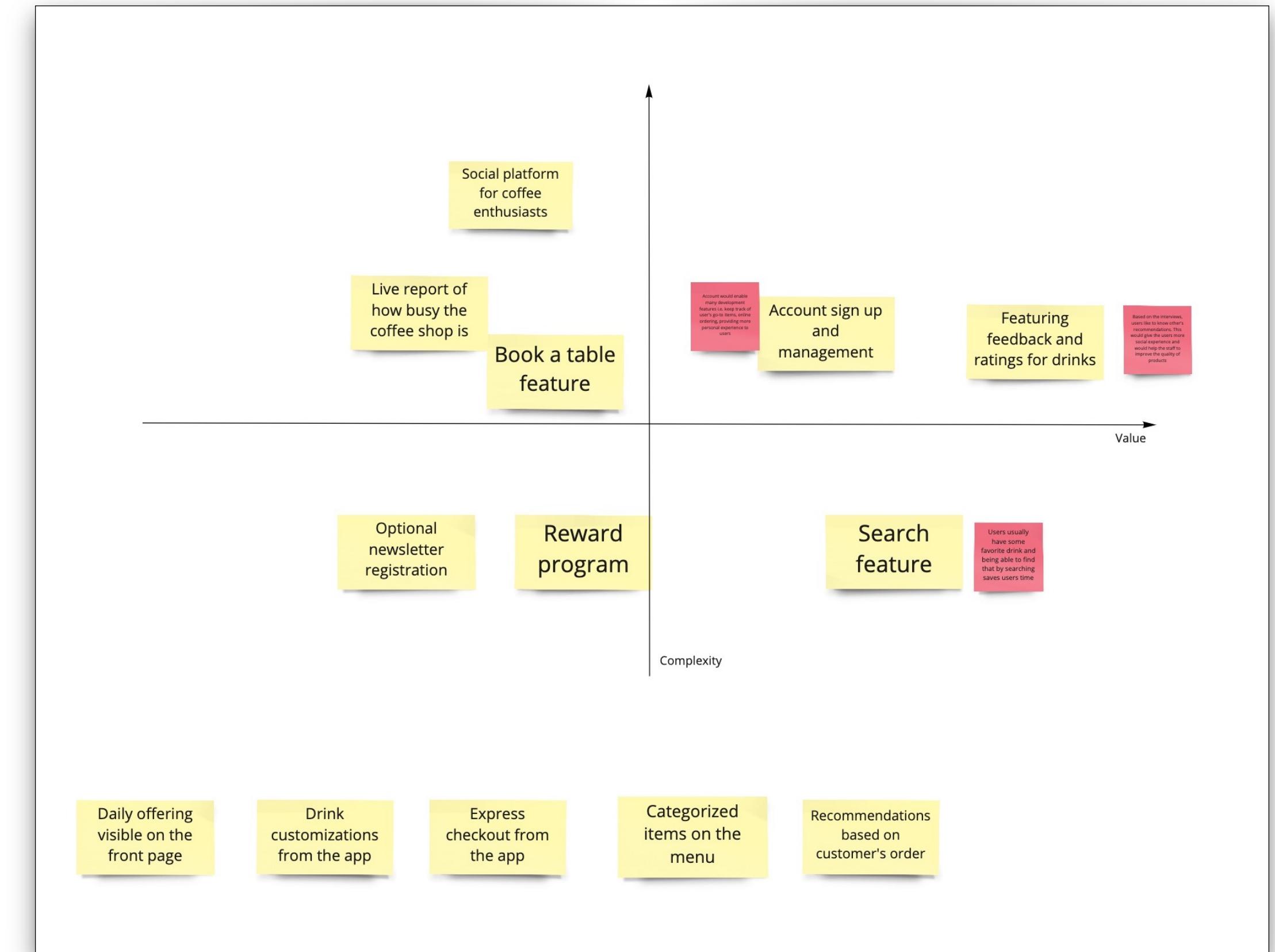


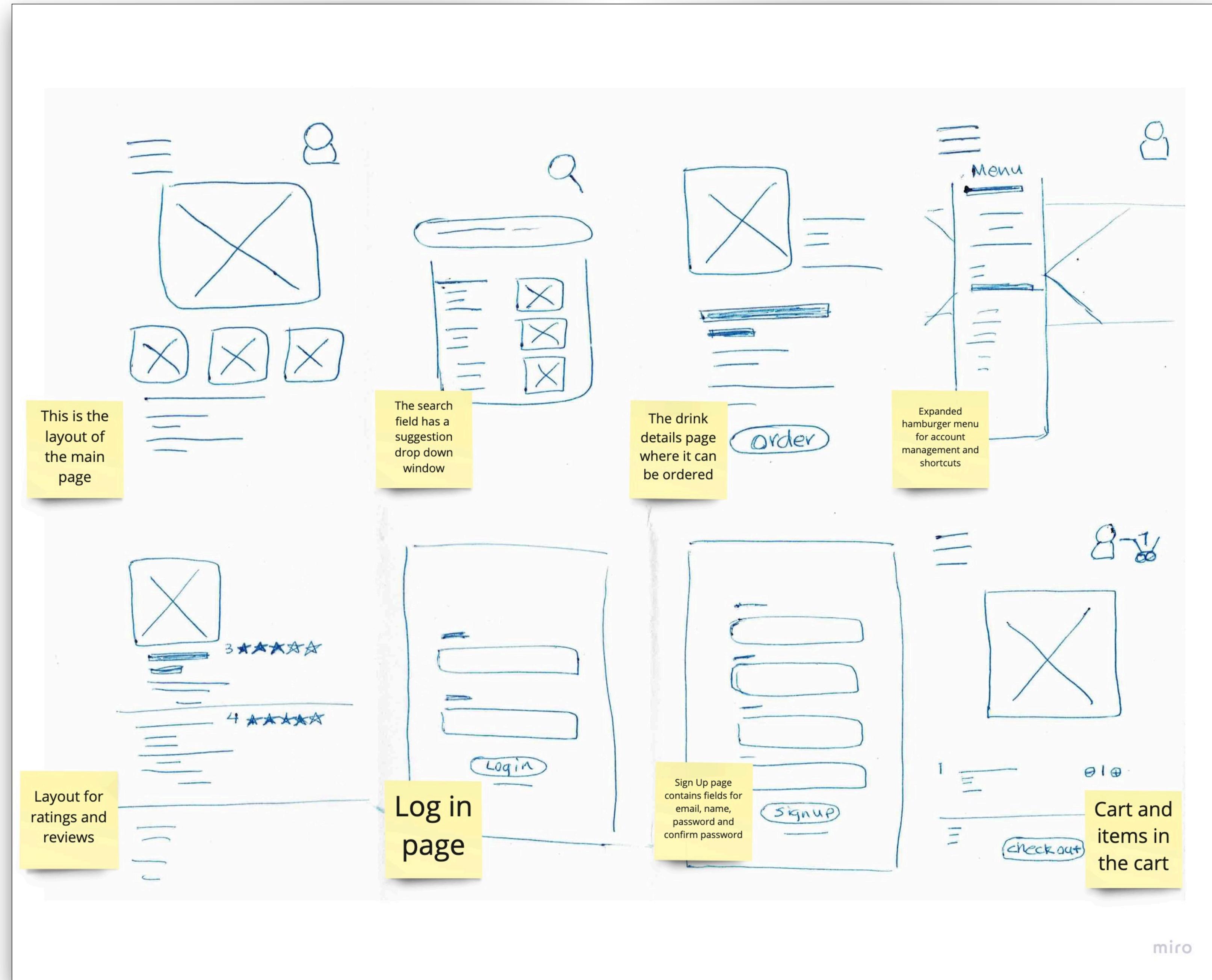
Design: Concepts & Sketching

Data showed that the transaction and ordering process seemed to have some glitches.

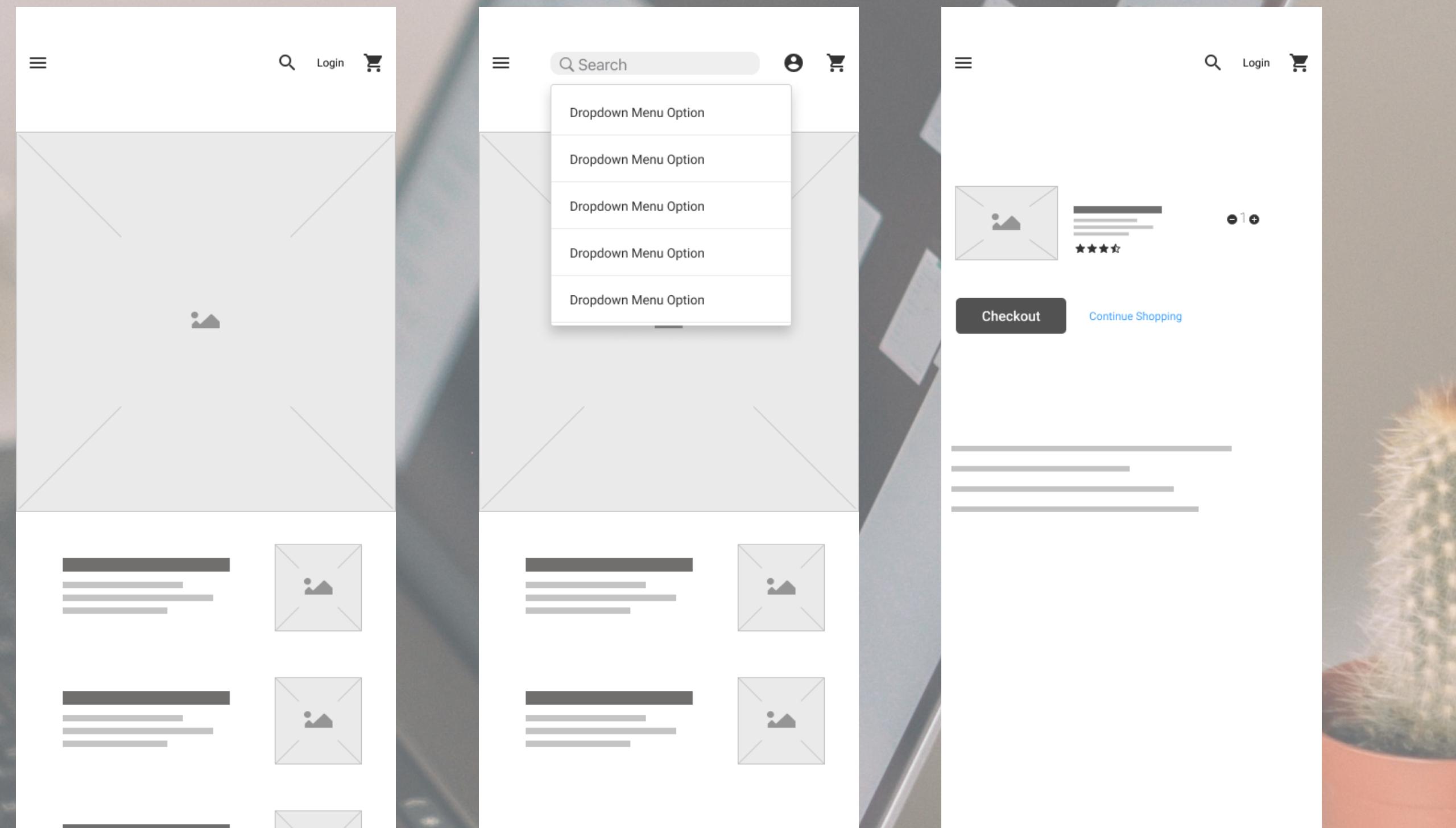
I started ideation around design of a mobile app that is linked to the café's offerings. Some of the ideas were dropped at the early stage in feature prioritization process.

After value vs. complexity evaluation, I decided to design an app that helps customers find their cup of drink and place their order for pick-up at MyCafé.





Develop: Prototyping Lo-Fi



Next step was designing a Low Fidelity prototype so I can layout sketches to visualize how everything fit together on the screen.

In the Lo-Fi prototype, my goal was to transfer the main concepts from the sketch to the screen.

Navigation through a search feature and adding items into the shopping cart were the areas of focus. I added a touch of personalization by considering account signup and login.

[Link to Lo-Fi prototype](#)

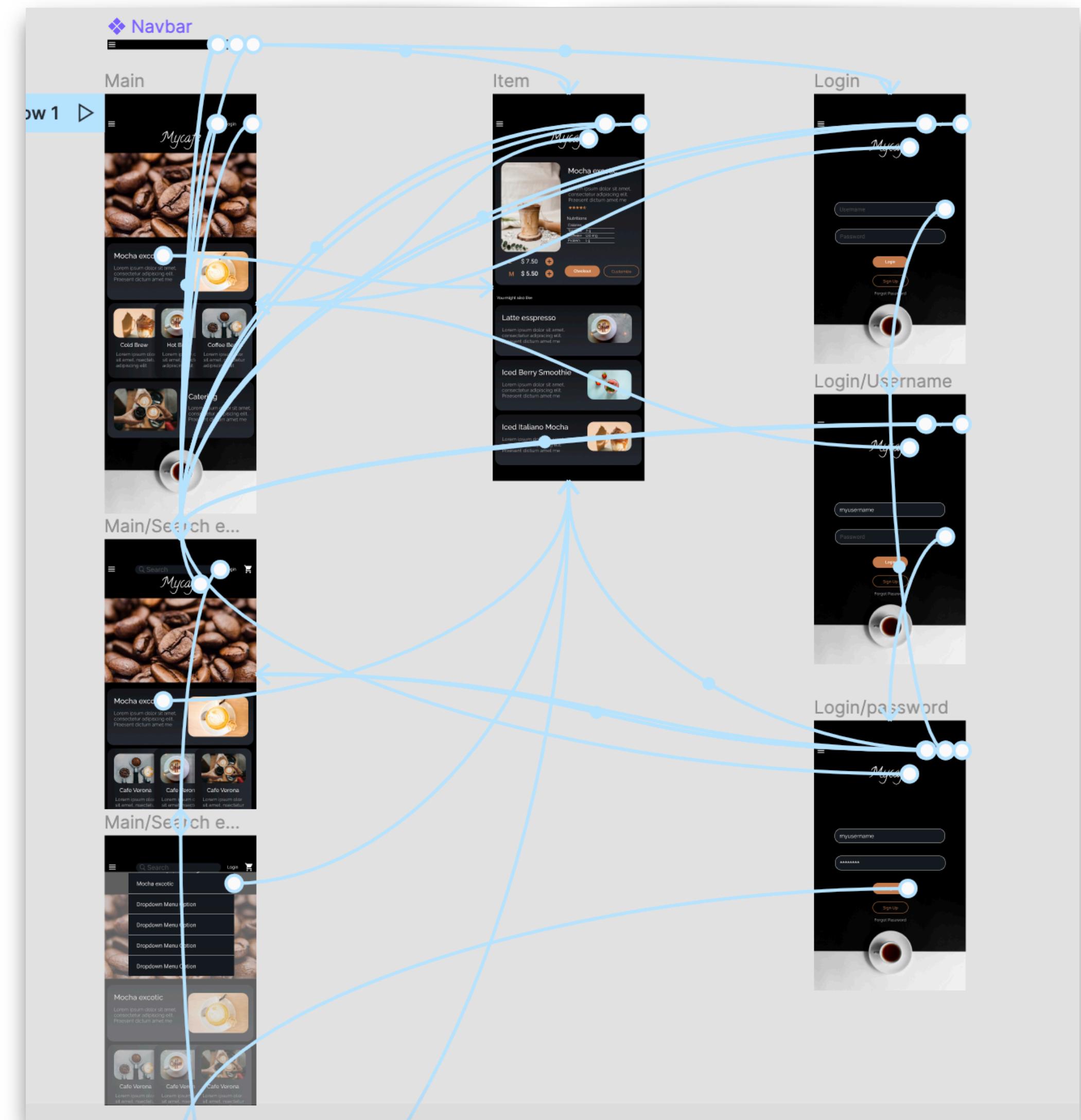
Develop: Prototyping Hi-Fi

At Hi-Fi prototype, all the visual elements and styles such as typography, colors, UI elements, icons and images were prepared using Figma.

A pattern library also was developed to use as a reference across the entire project.

It was time to get the prototype tested by real users. I made sure to emphasize the design on the core features so I can see the feedbacks more clearly.

[Link to Hi-Fi prototype](#)



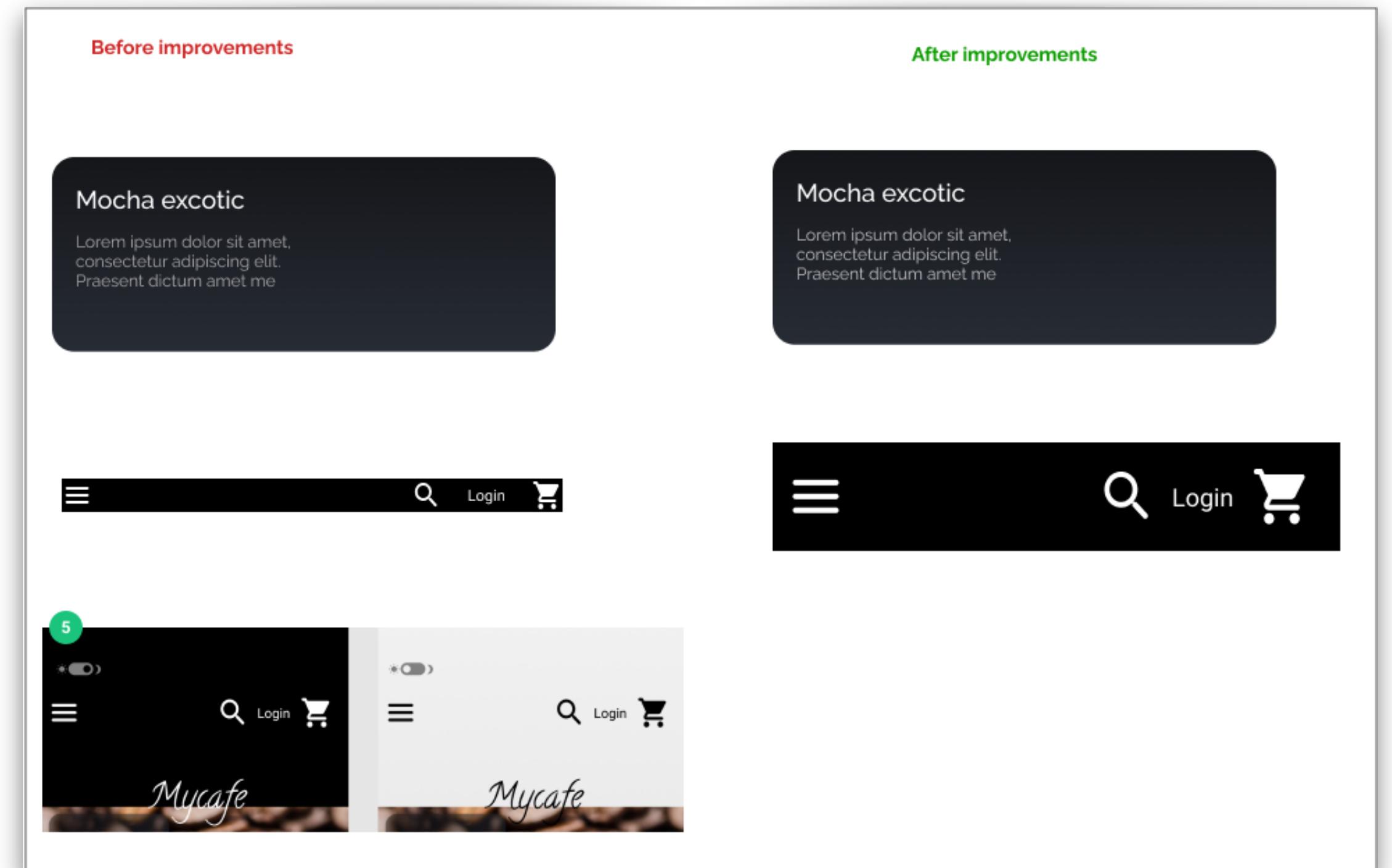
Test: Validation, Usability, Feedback

I invited ten participants to test the Hi-Fi prototype via lookback. I asked them to complete two tasks:

1. Search for a drink and simply complete the order process
2. Login to their imaginary account

The results were as follows:

- 80 percent of participants were able to spot the search feature easily
- 50 percent of participants were distracted by item suggestions at the checkout page
- All participants were able to successfully complete the login user journey
- Button sizes needed improvements



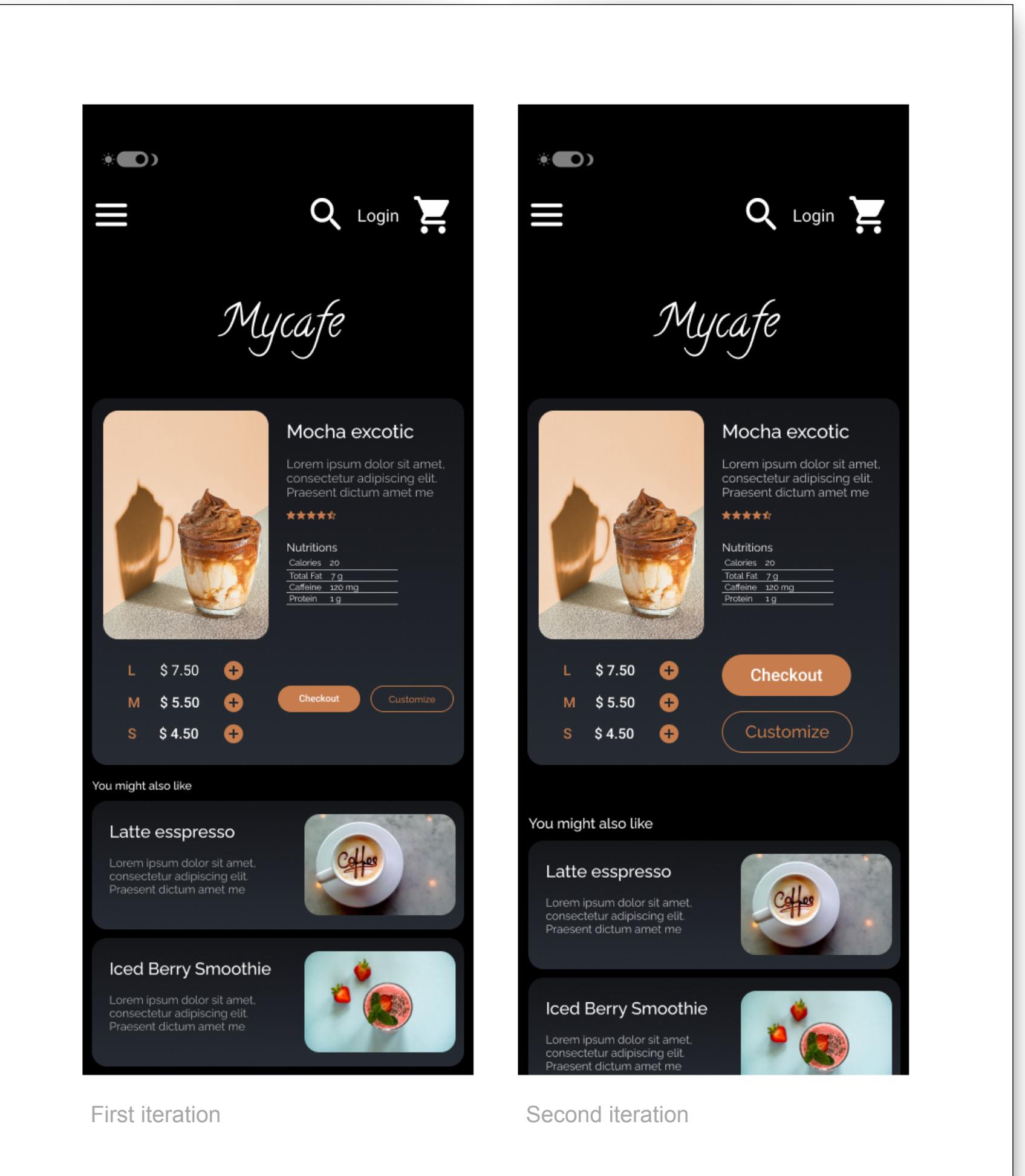
Design: Iteration

After testing MyCafé prototype with the real users, I began to iterate the design based on the targeted KPIs (Key Performance Indicator). For instance I realized that the search feature needs a more clear visual design to decrease time on task.

Some icons and text colors needed to change to comply with the WCAG standards.

At the final stage I completed all the changes and prepared all necessary design information for the engineering handoff.

[Link to Annotated Iteration](#)



Solution & Impact Overview

The solution of design and development of a mobile app for MyCafé is highly beneficial on different levels.

Customers of MyCafé now can take advantage of using the app to browse, choose and order their cup of coffee quickly and efficiently.

The app can also benefit the Café in terms of attracting more customers and help the staff with having a more organized work flow.

[Link to the final prototype](#)



About Me

Hi, I'm Mehdi. A frontend web developer with background in the beautiful art of Calligraphy.

I have a great passion for aesthetic design which has roots in my training in arts.

Being familiar with coding have always been helpful for me to translate the language of design to the logic of programming.

