THE PROBLEM

Coffee is one of the most popular beverages, and cafés are becoming increasingly popular. Customers at busy cafés encounter a number of issues, including lengthy lines and extended wait times. This is a problem since it is inconvenient and consumes a lot of time.

Personally, I adore going to cafés, thus this was a source of frustration for me. This is how I started thinking about solutions. One of the most difficult challenges was gathering real-time input from multiple categories of consumers in order to gain a more comprehensive perspective.

MY PROCESS

1. I decided to start seeking solutions after discovering a difficulty in something so familiar to us.
2. My first step was to get input from my friends and family and understand their perspectives in order to identify pain issues.
3. I started analyzing the situation and came up with a few alternatives, of which I made many paper wireframes.
4. After deciding on 2-3 viable solutions, I settled on typography and explored several websites for design inspiration.
5. With over a month into the process, after my designs were ready, I had multiple people review it and provide feedback. I worked on the same and reiterated the process.

MY SOLUTION

1. Having a feature that allows consumers to see how long the waiting list is and when the café is the busiest - this saves them time.
2. The ability to pre order their coffee with customisation and just collect it when they arrive at the café - this will be useful when they merely want a takeout.
3. Illustrations next to the coffee will assist folks in understanding the contents of the coffee – many of them are unaware of what the coffee includes and become confused.

MY REFLECTION

Having to handle this problem without a mentor was definitely a challenge, especially since it was my first project. However, I absolutely loved the entire process and learnt a lot from the design process to the many ways of playing around with Figma. If I had more time and resources, I would have focused on obtaining data from real users and trying to find new solutions. Furthermore, I would have loved to obtain feedback from professionals and work on it to refine it.