KOFFICCINO

UX RESEARCH

SURVEY: 25 PEOPLE

Would you like an app to pre-order your coffee and collect it when you reach.

Majority of the people who took the survey felt it was a good idea of having an app to pre-order their coffee through the app

How would you like to order your coffee?

- Through the app and pay a delivery
- Through the app and pay in the cafe and collect it when reach
- Ordering in person

The number of people who chose to order it in person was significantly lesser than the ones who opted to use the app

PAIN POINTS

OVERPRICED COFFEE

- Certain schemes and offers leave people who place an order through the app
- This promotes app usage

LONG QUEUES

- There is a feature to show what is the waiting time at the cafe
- There is a feature to allow booking a table at the cafe thus avoiding queues.

FANCY COFFEE NAMES

- Every coffee card should have a brief of the ingredients of the coffee making it easier for the customers to know what to order.

AFFINITY MAP

Dislikes about cafes

- Overpriced
- Long queues
- Inconsistent dig fancy names for the same beverage

Selling points

- Quality of service and taste.
- Inner ordering process, so customers don't miss each
- Fragrance around, clean and comfortable ambience, not overpriced coffees, not too showy or pretentious people around creating unnecessary pressure
- definitely the ambience/vibe, not the office setting type, but the cozy, peaceful type
- Price point of the cafe
- Not so overpriced coffees and food items and bigger area to sit for longer hours

Favourite cafe

- Not the generic coffee chains, they are all same and rated
- Jolico is very pretty, rated well also
- I like to try various local cafes
- Blue Tokai Coffee
- Smaller coffee shops in Ny city
- Nik's, Woodfire, and other such small cozy cafés
- Cold cafe
- Nescafe

Features

- Customized Sort in their coffee
- Waiting queue time
- Online payment

SITEMAP

TYPOGRAPHY

#886030 #382121 #000000

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVQW
XYZabcedfghijklmopqrstuvwxyz
1234567890

PAPER WIREFRAMES

APP SCREENS

Click here for the figma link to the prototype

SUMMARY AND LEARNING

- Because it offers dine-in and take-out choices, this functionality will help cafés attract more consumers by taking orders through the app.
- The queue time indication function informs customers how long it will take to get a table. As a result, they will not be bothered by long lines.
- Customers can be given coupon vouchers after making an account, which can alleviate the problem of costly coffees.

This is my first case study, and working on it was an exciting experience. I learnt about several areas of UI/UX design and welcome feedback!