Conclusion
Usability
Demo
Prototype
Idea
Introduction

HOCHSCHULE SRH HEIDELBERG

Coffee Lovers

UX/UI Design and Implementation

By Ashkan Es Haghi,
Jayshree Janardhan Kolhe,
Maurice Chrisnach,
Vikas Dodera Thimmiaha
and Vijay Ray Sundarraj

Team Members

Ashkan Es Haghi

Usability Testing, Paper Prototype, Implementation, Mockup

Maurice Chrisnach

Concept Idea, Paper Prototype, Part of Implementation, Mockup, Presentation

Jayshree Janardhan Kolhe

Part of Implementation, Mockup, Login & Register Design

Vikas Dodera Thimmiaha

Mockup, Part of Implementation, Checkout Page

Vijay Ray Sundarraj

GitHub & Environment Setup, Main Implementation & Development , Mockup

Idea

Use survey to suggest products for customers

Objective

Develop a web interface for suggesting coffee to customers

Outcome

- Paper Prototype
- Mockup
- Implemented Prototype
- Usability Testing

Use Cases

What they use:

- **Suggesting Products:** Used by Amazon based on what you searched and what other people searched.
- **Filter:** Filters are used everywhere to help the customer find a specific product.

➡ The user cannot directly control his suggestions.

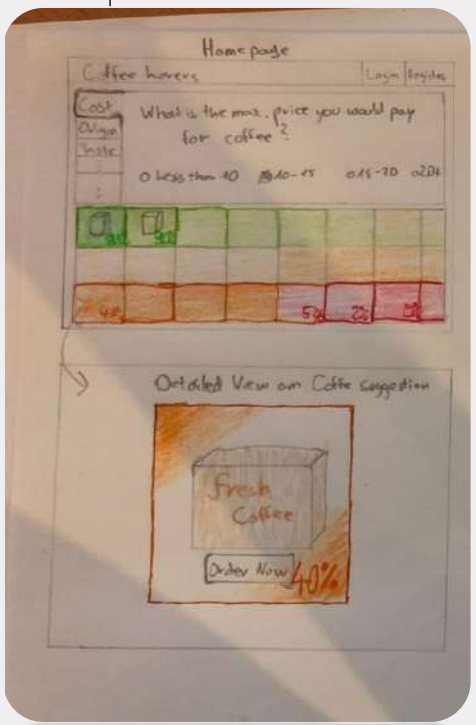
What we use:

- **Suggesting Products:** Direct suggestion with the user actively controlling it by filling a survey.
- **Filter:** The user still has the option to search for himself.

➡ The user can directly impact his search.

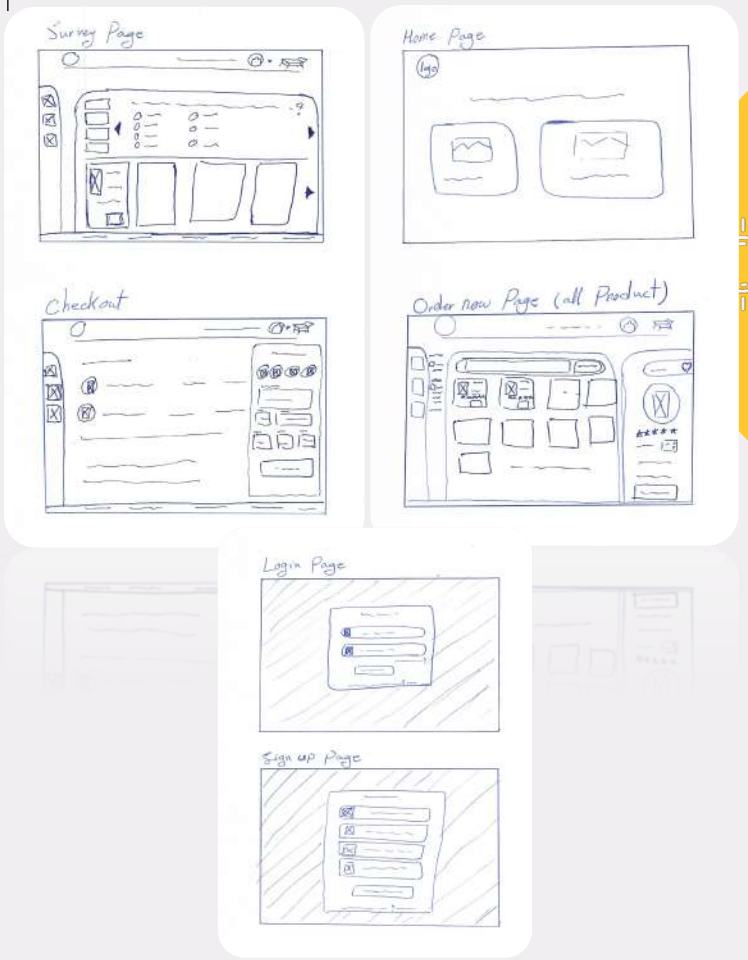
01 02 03

First
Paper Prototype

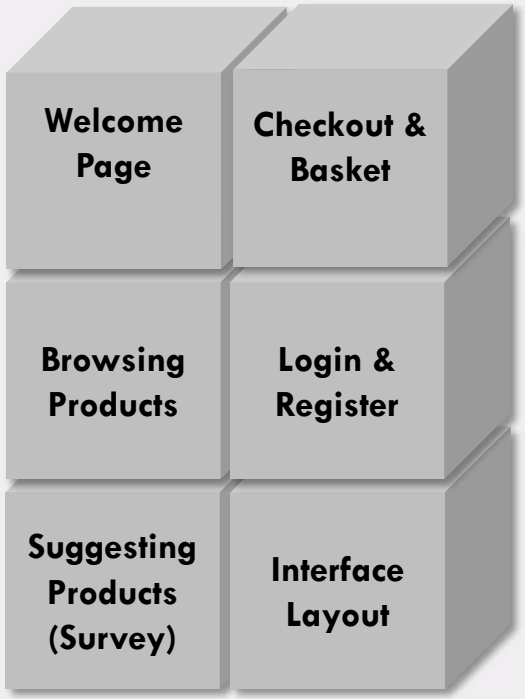


Second
Paper
Prototype

Final
Paper
Prototype

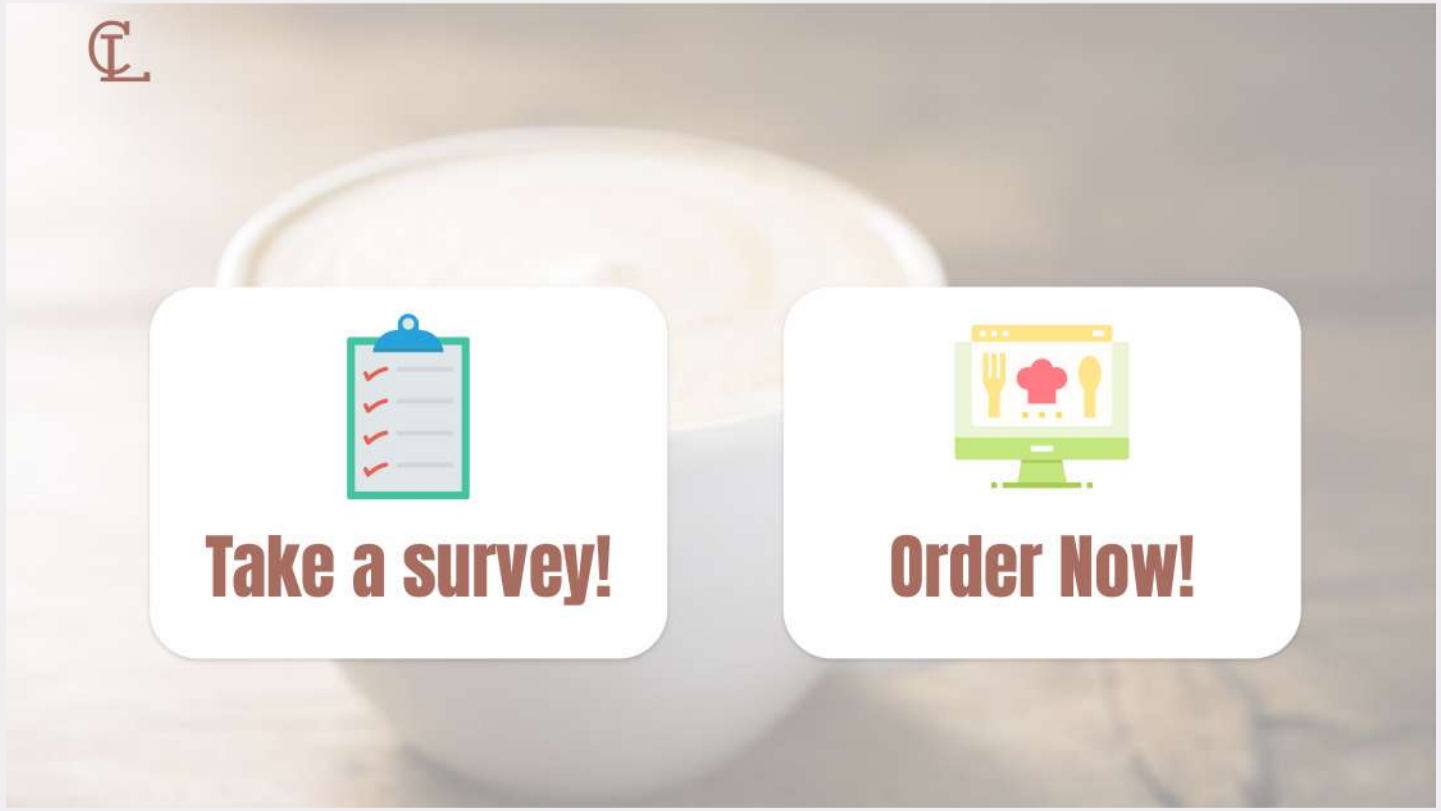


Mockup Components



Mockup Components

- Welcome Page
- Interface Layout
- Login & Register
- Suggesting Products (Survey)
- Browsing Products
- Checkout & Basket



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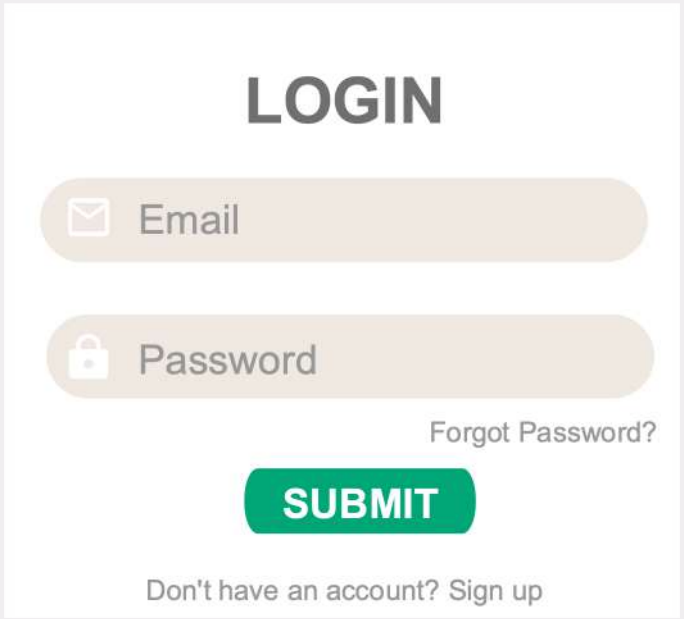

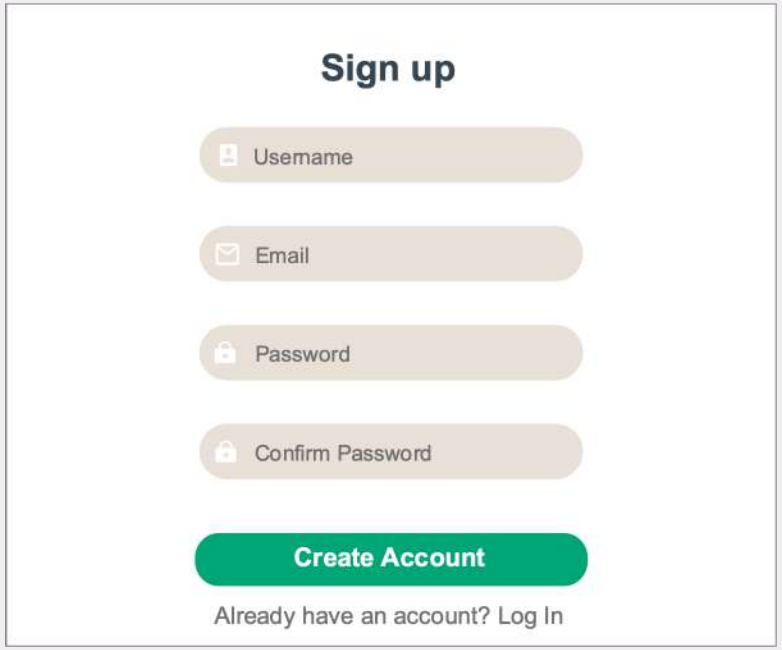

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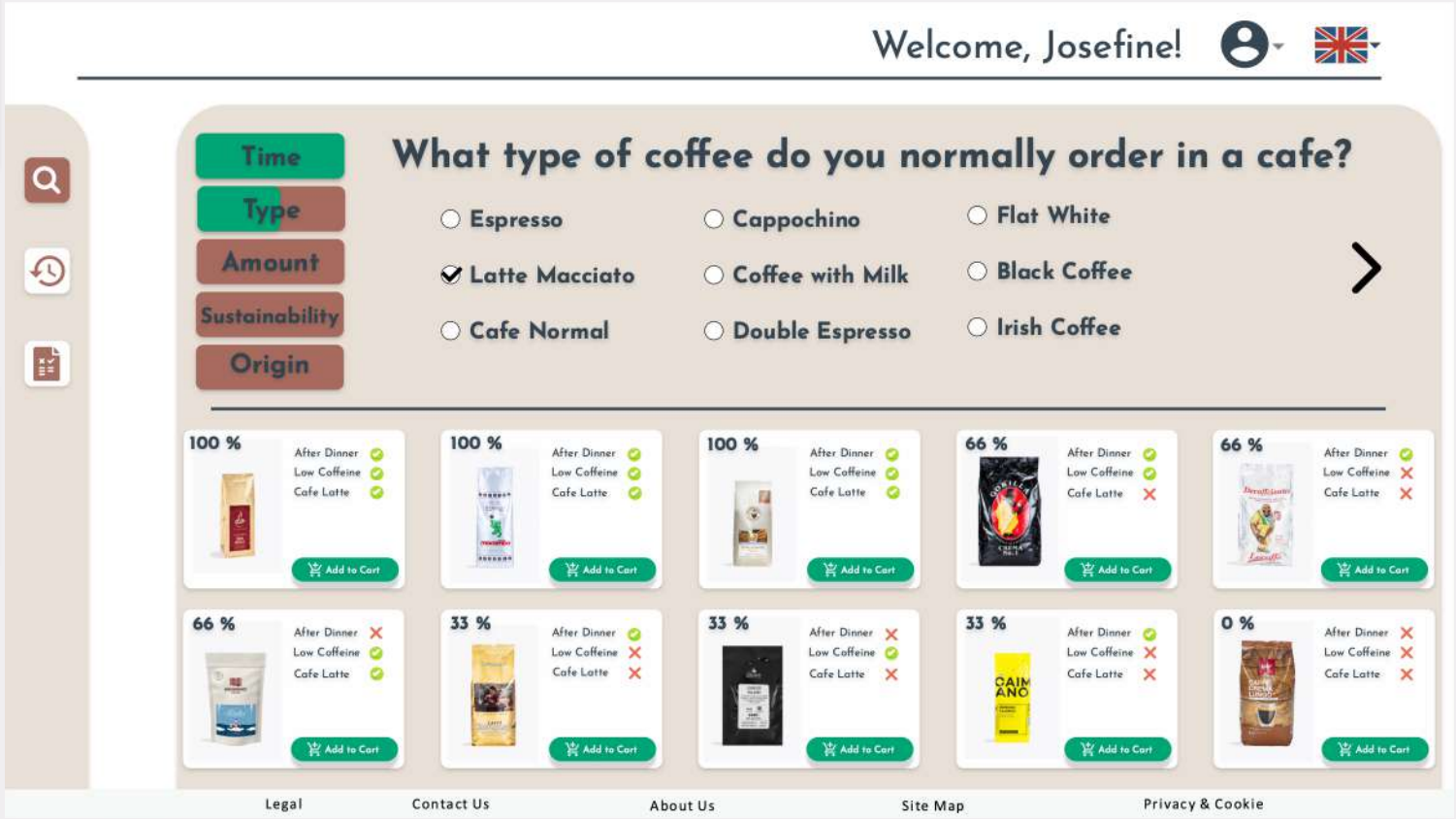

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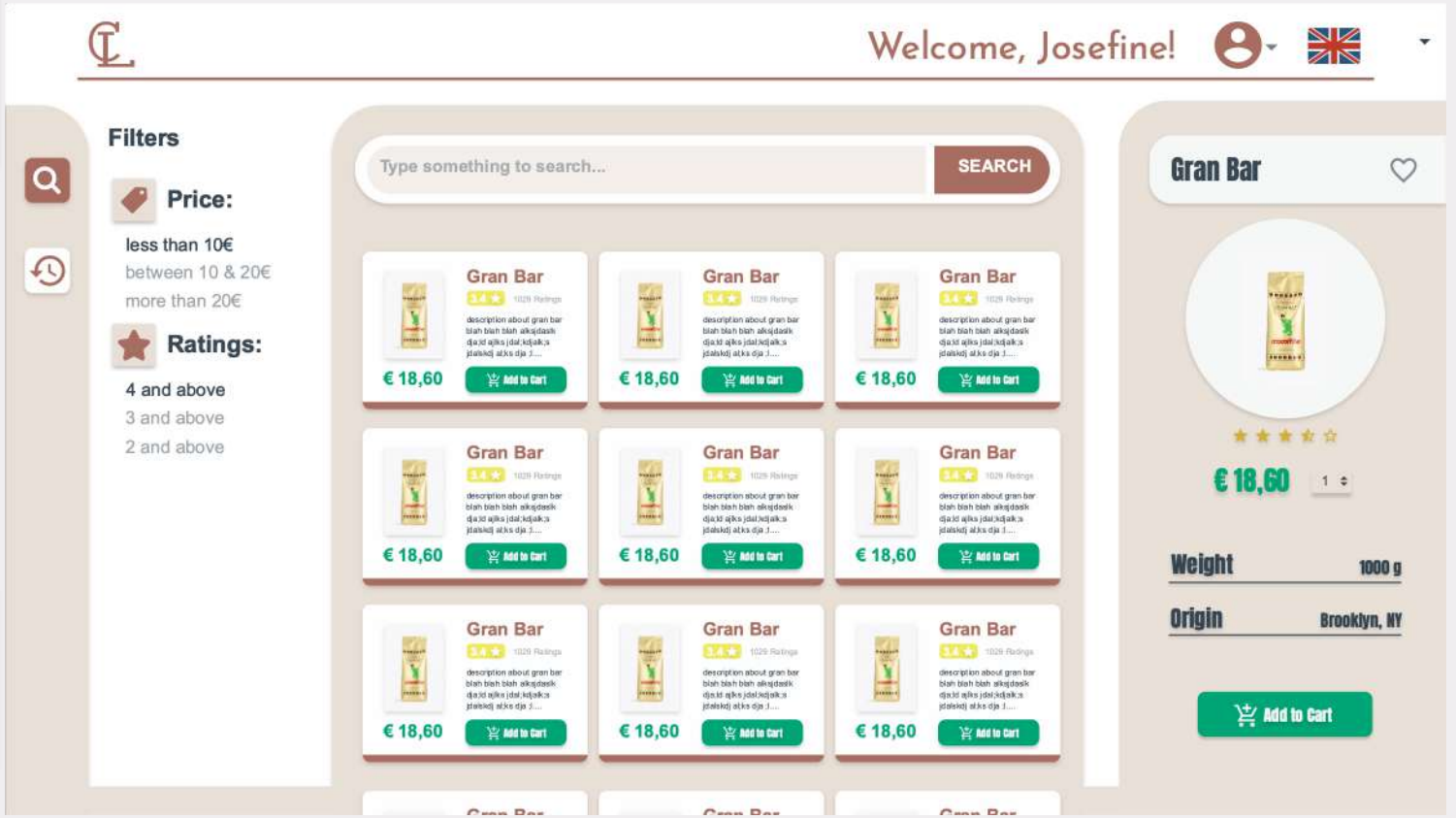

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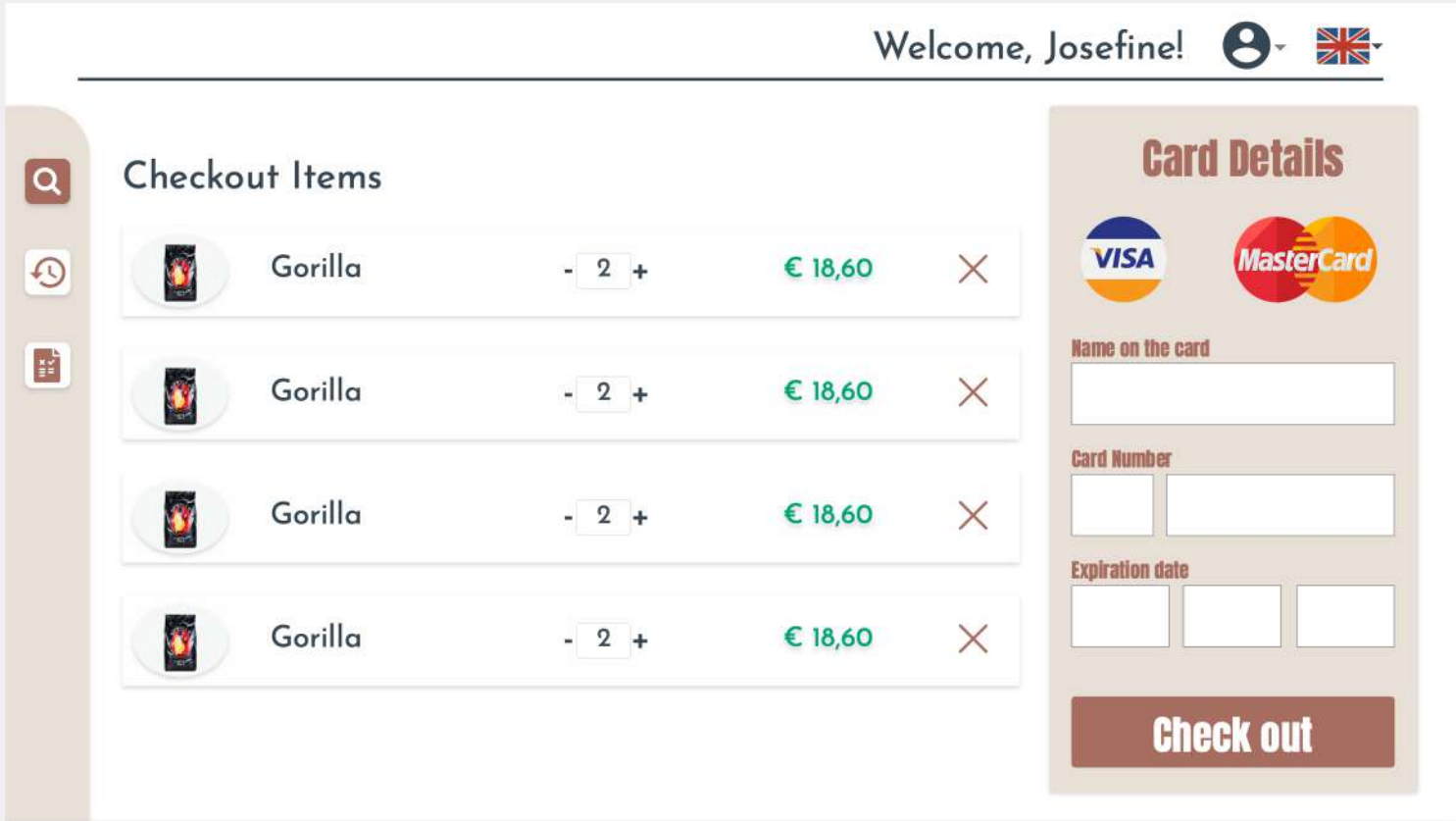

Mockup Components Full View

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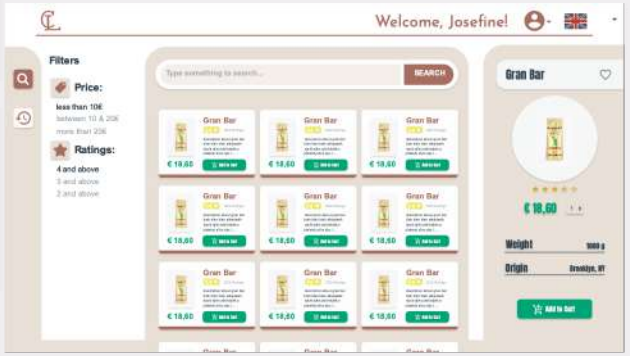
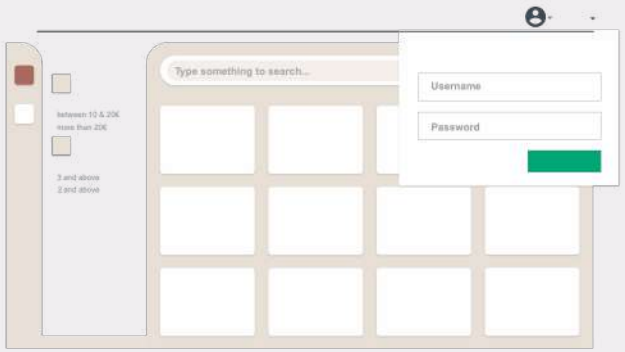
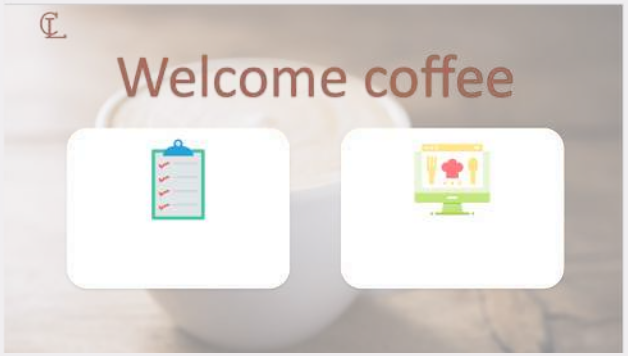
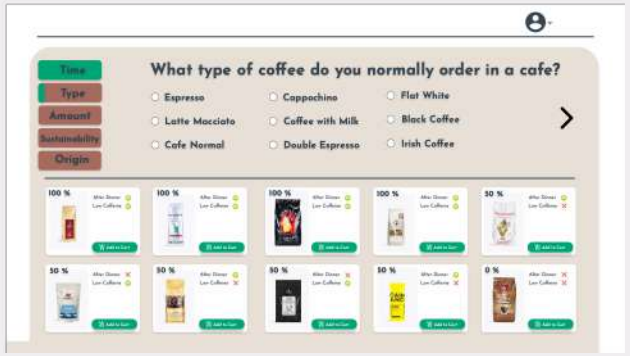
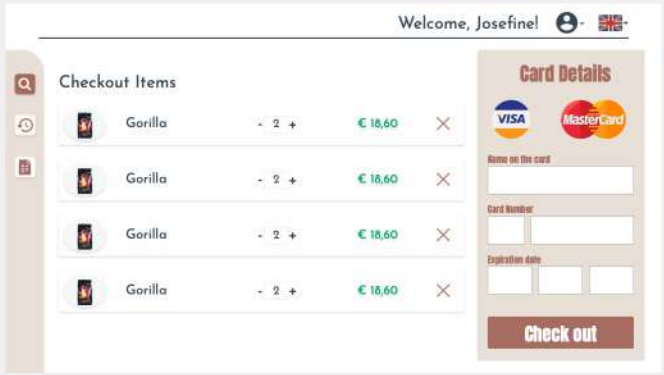
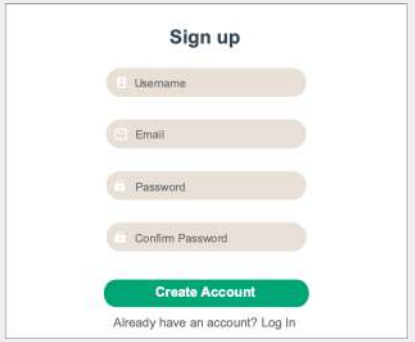






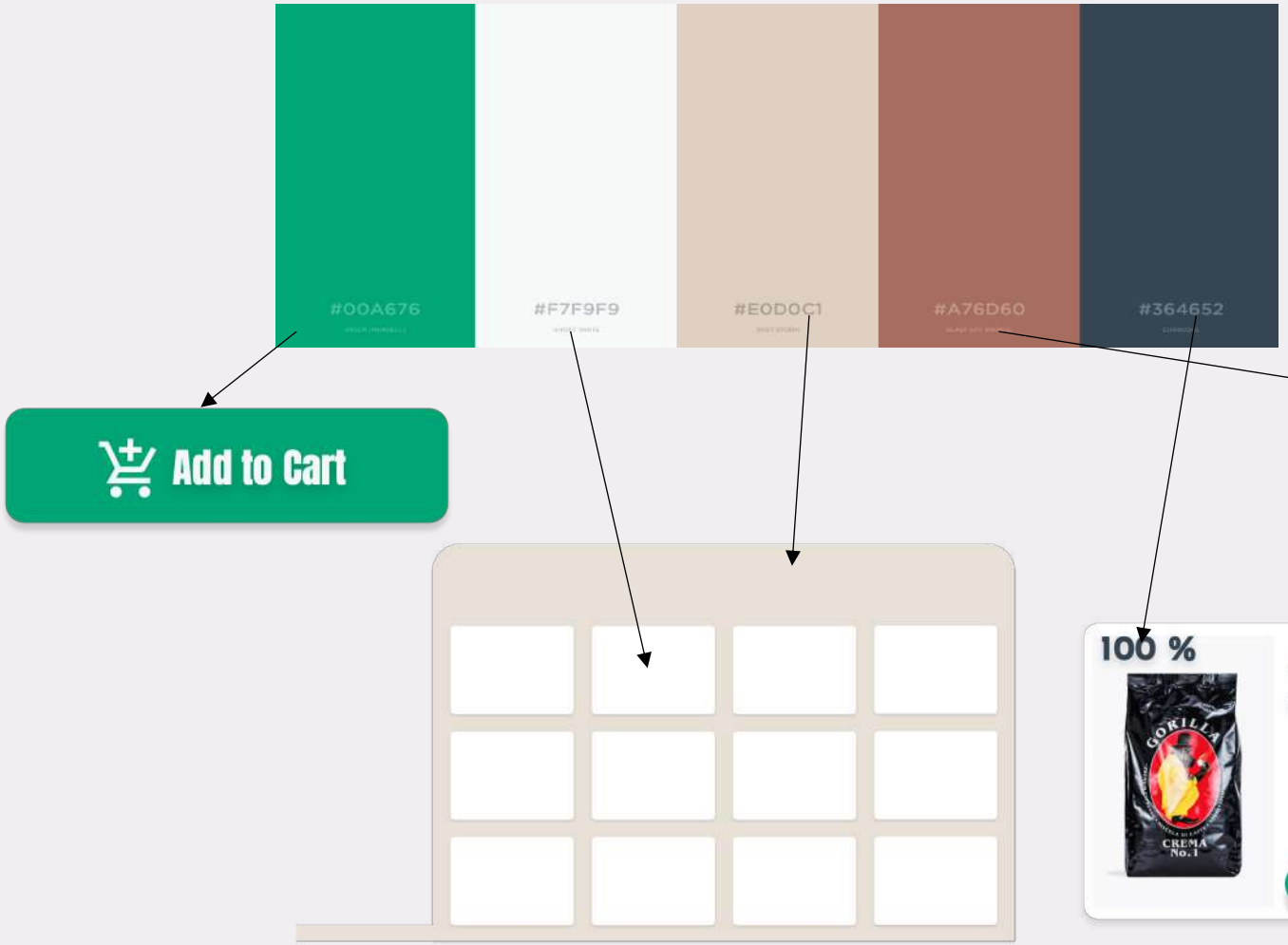






Color Palette

Created using the website:
https://coolors.co



Fonts

Characters

A B C Č Ć D Đ E F G H I J K L M N O P Q R S Š T U V W X Y
Z Ž a b c č ć d đ e f g h i j k l m n o p q r s š t u v w x y z ž Ă Â Ê
Ô Ơ Ư ă â ê ô ơ ư 1 2 3 4 5 6 7 8 9 0 ‘ ? ’ “ ! ” (%) [#] { @ } / & \
< - + ÷ × = > ® © $ € £ ¥ ¢ : ; , . *

Josefin Sans -> Google font

- This font is used on around 760000 websites around 283 mio. times.

Accessibility

- Improvement of the accessibility using aria-labels.

- Invisible for normal users. Only users with a special browser (screen reader) can hear it once they hover over it.

```
<div className='path-container'>
  <Link to='/survey' role='navigation' aria-label='Try our survey'>
  <div className='path-selection'>

        <div className='path'>
          <div>
            <img src={survey} className='image' alt='survey'/>
            <div className='path-label'> Try something new! </div>
          </div>
        </div>

  </div>
  </Link>
  <Link to='/order' role='navigation' aria-label='Go to Order Coffee page'>
  <div className='path-selection'>
        <div className='path'>
          <div>
          <img src={orderFood} className='image' alt='order food'/>
          <div className='path-label'> Order Now! </div>
          </div>

        </div>
  </div>
  </Link>
</div>
```

Demonstration of the final Prototype

Coffee Lovers Web Application

Usability Testing

The testers:

Anja
Age 27, BA Business

Maximilian
Age 23, BA Social Work

Wael
Age 26, Business

The setup:

- Coffee Lovers Web Application (Current Prototype)
- 7 Tasks to fulfill on the Website
- 3 Testers

Usability Testing

The tasks:

1. Could you please find products with the price from 10 Euro to 20 Euro?
2. Could you please find products with high rating?
3. Could you please fill the survey and choose a product according to the result?
4. Could you please find “GORILLA” coffee?
5. Please add/remove a product to you wish/favorite list.
6. Could you please add product to your cart?
7. Please buy the product you have added to you cart.

The comments:

”Add to cart is missing in the survey results.”

Wael

Age 26, Business

“I want more Information on the checkout page.”

Maximilian

Age 23, BA Social Work

“There are some typos. The design of the survey options in the survey.”

Anja

Age 27, BA Business

The conclusion:

- The navigation menu should be more visible.
- A lot of functions are missing in the current prototype, but contained in the mock-up.
- All testers were confused about the options on the landing page.
- All the testers liked the concept of the survey.

Future Development

For our webpage:

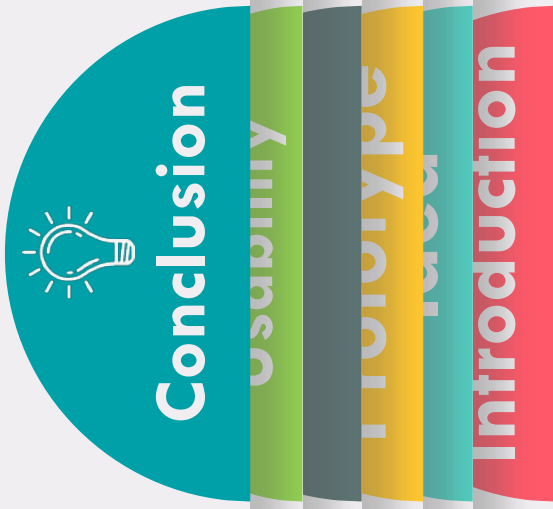
- **Admin Page:** Allows the site admins to add products/surveys (manage the site) without the need of a web developer.
- **Login/Register:** Not done in the current version.
- **More UI/UX details:** There are still a lot of features missing in our prototype. (e.g. ..)

Other uses:

- **Touchscreen:** The same interface could be used in restaurants/shops to help them make their decision.
- **Various Products:** Other products than coffee could be used with this site layout (e.g. chocolate, tee etc.)

Thank you for your attention!

Any questions?



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