

# MICHELANGELO'S UX CASE STUDY

TOOL USED



UXUI CASE STUDY



# PROJECT OVERVIEW

## DESIGN PROCESS AND ROLE



We started this project with the question and interview guide to get a grasp of what customers were looking for through a series of specific questions. This helped us to then craft user personas and we ultimately landed on Marla the Mom who we designed the app for. The journey maps helped us determine how each persona would feel and the way in which they'd utilize the app. As we got into our wireframes and prototyping we really utilized the information we had gathered on Marla as well as her journey map to design an app that would be useful for her and easy to navigate for all customers while still being interactive and interesting.

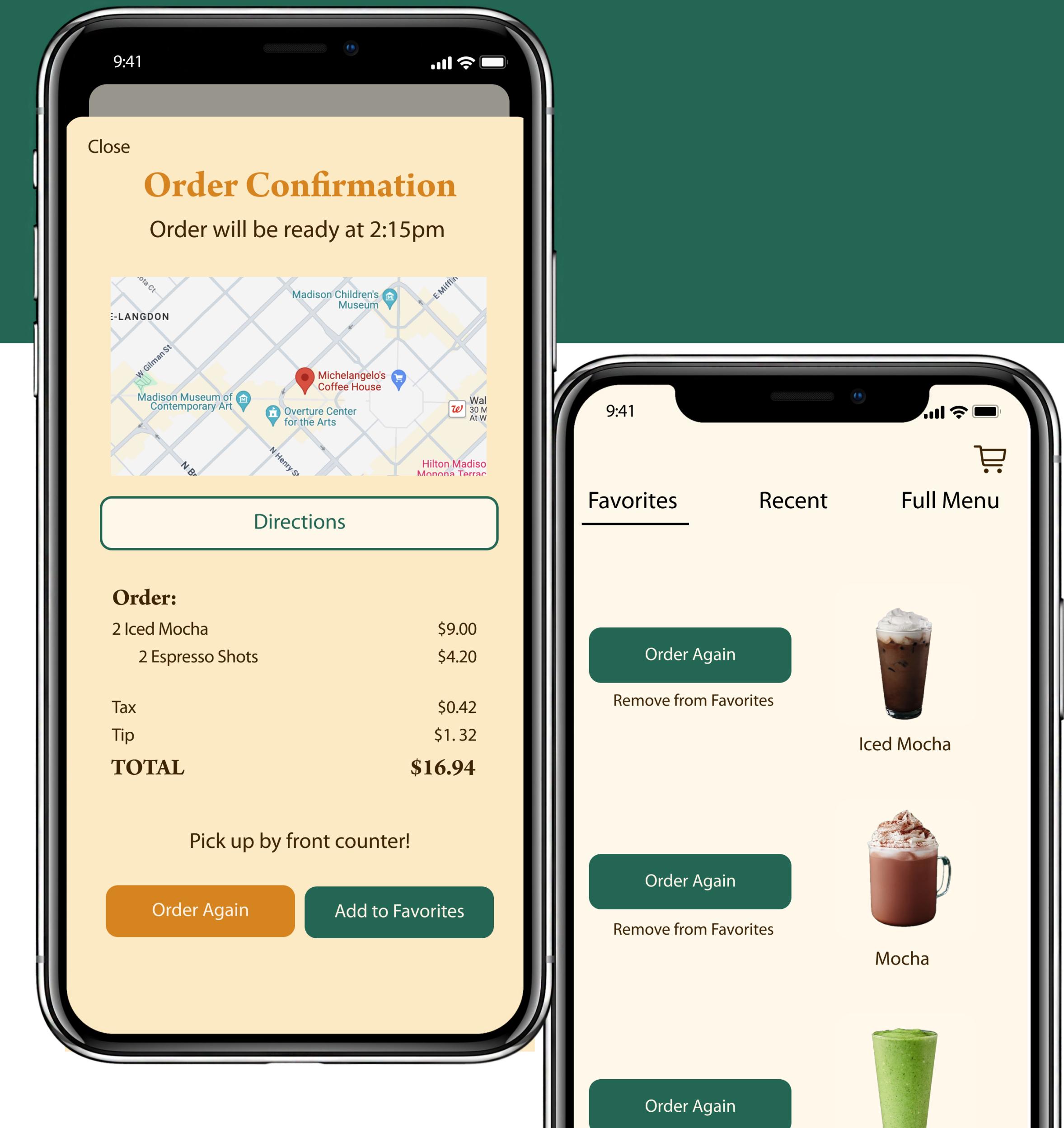
# PROBLEM STATEMENT

- ✗ Michelangelos does not currently offer a mobile app.
- ✗ Their primary audience is college students who are frequently in a rush and could benefit from a pickup option.
- ✗ Being at the top of state street means that Michelangelos gets less notability than other coffee shops.
- ✗ Michelangelos is not currently optimizing all of their sales channels.



# PROPOSED SOLUTION

- ✓ Offer pickup and delivery options within the app
- ✓ Have the ability to track your order through the app, making it easier for those who are in a rush to still purchase Michelangelos coffee
- ✓ Create an appealing app design that draws customers in.
- ✓ Tabs for favorite and recent orders, making it easier for the customer to purchase.
- ✓ Home page banner that shows specialty coffee and pastries, drawing the user in and enticing them to try other products.



# USER RESEARCH

User research is an important process of understanding user needs and frustrations. To make a truly successful app in terms of UX, we had to seek out problems users had and ways to remedy them. We also looked for features that users liked in other apps. While we were unable to conduct user research in the traditional manner, we looked at reviews of other similar apps to gauge the interests and preferences of their userbase. We took note of features that stood out within these reviews and implemented them within our designs.

**App is functional but lacks regular improvements** 3y ago



Eadgster

I use this app on a regular basis. It definitely gives Colectivo a competitive advantage by enabling me to order ahead of time. I've knocked off stars because of ease of use and lack of improvements. Lack of improvements is simple - the app isn't changed since I installed it 1.5 years ago. On ease of use - I order the same two drinks every time, yet I need to navigate through multiple screens to make simple selections. A. There needs to be a "favorite" drink, or "last order" option. I'd probably add that scone I ordered last time if it meant I could place a two drink order, that currently takes 30 clicks to enter, with one click. B. I'd like to see the customizations list reordered with most popular selections first. The milk selection shouldn't be at the bottom, I know that at least 50% of the orders take something other than the default whole milk. C. During the holidays or other times, the Retail menu has been modified so much that I couldn't even find my basic every day grounds. I used Stone Creek coffee grounds for the month of December because of that.

**App is missing 1 critical item** 2y ago



TSKsMoose

I recently (within the last year) made the decision to switch from Starbucks to Caribou. I still have a couple bucks left on my Starbucks app. Probably won't use. Anyway, I find the Caribou mobile app is easy to use, easy to select items and build-your own with options, and easy to reload. I admit that I usually pre-order the same drink, a large, double- moosed, skim milk, 1/2 flavored latte, regular temp, no froth. I haven't figured out how to add a tip when using the app. Starbucks added the feature that allows you to finish after picking up in the drive through. I'd like to see Caribou do the same. Of course, it doesn't hurt me to burn 3 calories of my 200 calorie latte by walking in and putting a buck into the tip jar. Adding a tip option to the app will add a nice time saving convenience for me. I'd rate the app 5 star if we could make this minor mod on an upcoming release. 😊 Thanks Caribou for making my transition to a less-bitter coffee so smooth 😊!

# USER PERSONA



**AGE** 32  
**JOB TITLE** Stay at Home Mom  
**STATUS** Married  
**LOCATION** Madison, WI

**PASSIONATE** **EMPATHETIC**  
**LOVING** **CREATIVE**

## GO TO DRINK

Oat milk vanilla latte

## USER PERSONA

# Marla the Mom

## ABOUT

Marla is a stay at home mom with two kids, Brandon who's 6 years old and Sarah who's 4 years old. Her husband is a Software Engineer at Epic and works regular hours everyday. Her main tasks are taking care of the kids and household chores such as cooking and cleaning. After dropping off the kids at school/daycare, Marla has a lot of time for chores and pilates class. She is very close with a group of stay at home moms in her neighborhood who also go to pilates. Recently, she began a career as a freelance Graphic Designer and has started to work from home in her free time. She loves her daily routine and spending time with her family on the weekends. She loves exploring new parts of Madison and trying all the different restaurants.

## GOALS

- Take care of her family and spend as much quality time together as possible.
- Utilize her creativity in a career that allows her to continue prioritizing her family.

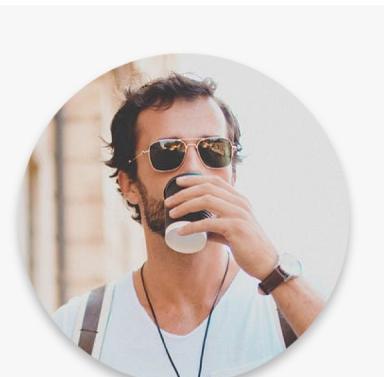
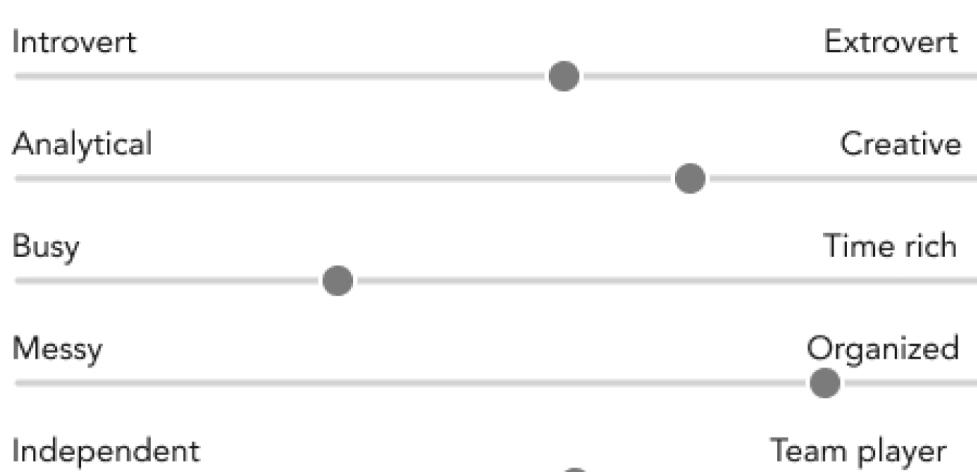
## NEEDS

- Time spent alone to relax and decompress from all the chaos.
- A predictable routine and schedule.

## PAIN POINTS

- Always being needed so not enough time to explore her passions.
- Too much time spent driving around
- Not being able to adapt to spontaneous decisions.

## PERSONALITY



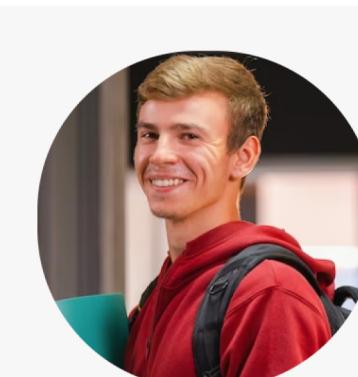
## Warren the Workaholic

**ABOUT**  
Warren, is in his third year working at the UW Credit Union as a Credit Analyst in Madison, WI, around the corner from Michelangelo's. During his time away from work, Warren loves to play golf with his friends and walk around the square. Warren always thought he may get into finance since his father is in the banking industry, when he got accepted into University of Iowa, he decided to continue in his fathers footsteps and completed his Bachelor of Science in Business Finance. Warren loves that he lives and works downtown Madison where there are a lot of places to work, eat, and play.

**AGE** 33  
**JOB TITLE** Credit Analyst  
**STATUS** Single  
**LOCATION** Madison, WI

**PASSIONATE** **PROBLEM SOLVER**  
**CURIOUS** **INDEPENDENT**

**GO TO DRINK**  
Americano with 2 shots of espresso



## Sam the Student

**ABOUT**  
Sam is a full time student attending the University of Wisconsin-Madison. As a student in the midst of their junior year, his schedule is packed to the brim. His day is filled with classes, studying, and extracurriculars on top of a part time job. With so many tasks to complete, Sam prioritizes using his time wisely. Currently, he finds that many spots on campus become inconvenient to use as they become immensely packed whenever he needs to study. As a result, he likes to find spots around Madison that will allow him to study between classes, get a caffeine fix, and grab a bite with less of a wait time.

**AGE** 21  
**JOB TITLE** Student  
**STATUS** Single  
**LOCATION** Madison, WI

**PASSIONATE** **AMBITION**  
**STUDIOS** **ADVENTUROUS**

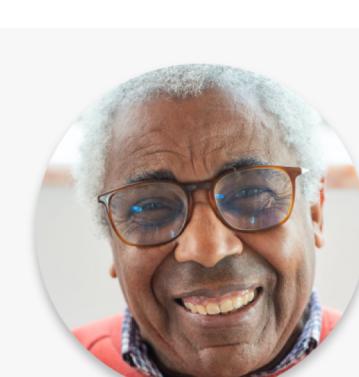
**GO TO DRINK**  
Iced latte with a double shot of espresso

**GOALS**  
• Find a place to study to pass his classes with high grades.  
• Use his time efficiently so that he has more time to focus on studies.

**NEEDS**  
• A table to get his work done and study in between classes or at night.  
• A way to get food and drinks more quickly on the way to class.

**PAIN POINTS**  
• Often in a rush and struggles to get food and coffee breaks in his schedule.  
• Struggles to find places close to campus that aren't packed or have lines.  
• Constantly stressed from not having enough time to study.

**PERSONALITY**  
Introvert / Extrovert  
Analytical / Creative  
Busy / Time rich  
Messy / Organized  
Independent / Team player



## Randy the Retiree

**ABOUT**  
Randy is a newly retiree that has grown up in Madison, and now has more downtime to grab a cuppa with his wife of 30 years. As a former educator used to a structured routine, Randy finds it a bit challenging to navigate retirement. Without a daily schedule, the need to fill the time with meaningful activities leaves him feeling a bit lost or unsure about how to make the most of his downtime. Therefore, one thing he's stuck to is his motto, "you can learn at every age." Because of that, he loves heading to local coffee shops to read and discuss his latest book with his wife and when their grandkids visit, they take them out for breakfast or lunch.

**AGE** 61  
**JOB TITLE** Retiree  
**STATUS** Married  
**LOCATION** Madison, WI

**PASSIONATE** **EMPATHETIC**  
**CURIOUS** **FAMILY ORIENTED**

**GO TO DRINK**  
Black coffee with sugar

**GOALS**  
• Read at least three books every month paired with a good cup of coffee.  
• Spend more time learning and hanging out with family.

**NEEDS**  
• A well lit place that is fairly quiet during the morning hours for reading time.  
• Family friendly places to bring their grandkids to.

**PAIN POINTS**  
• Has trouble making decisions.  
• Hyper-focuses on one thing and does not often deviate from his habits.  
• Struggles to adapt to the newfound free time that comes with retirement.

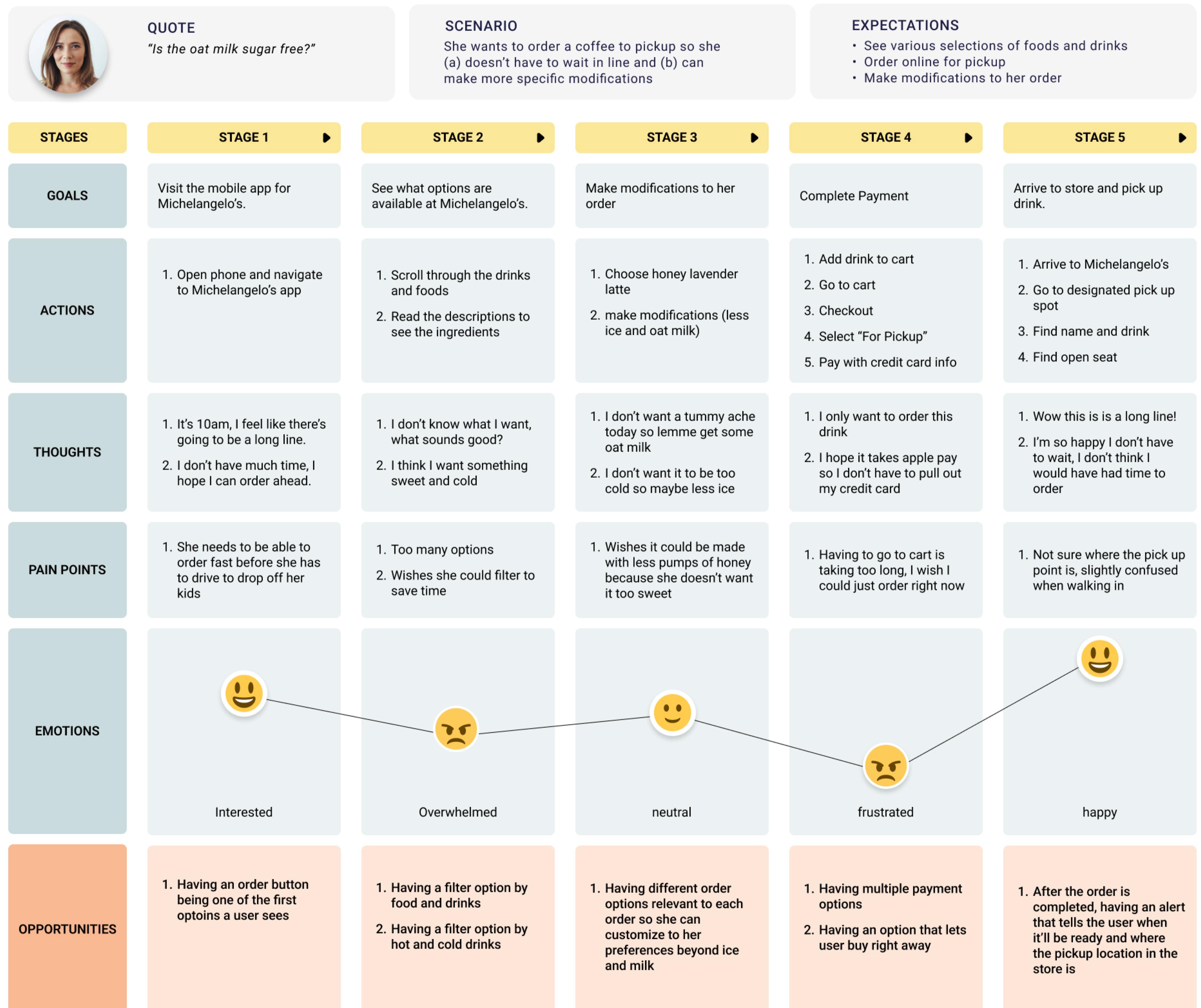
**PERSONALITY**  
Introvert / Extrovert  
Analytical / Creative  
Busy / Time rich  
Messy / Organized  
Independent / Team player

Before progressing in our journey of creating a coffee shop app, we must remember to have **empathy** and **emphasize with the user**. To get a better understanding of the user base that would hypothetically use the Michelangelo's app, we created different user personas. These personas illustrate various age ranges, goals, and preferences of the customer base.

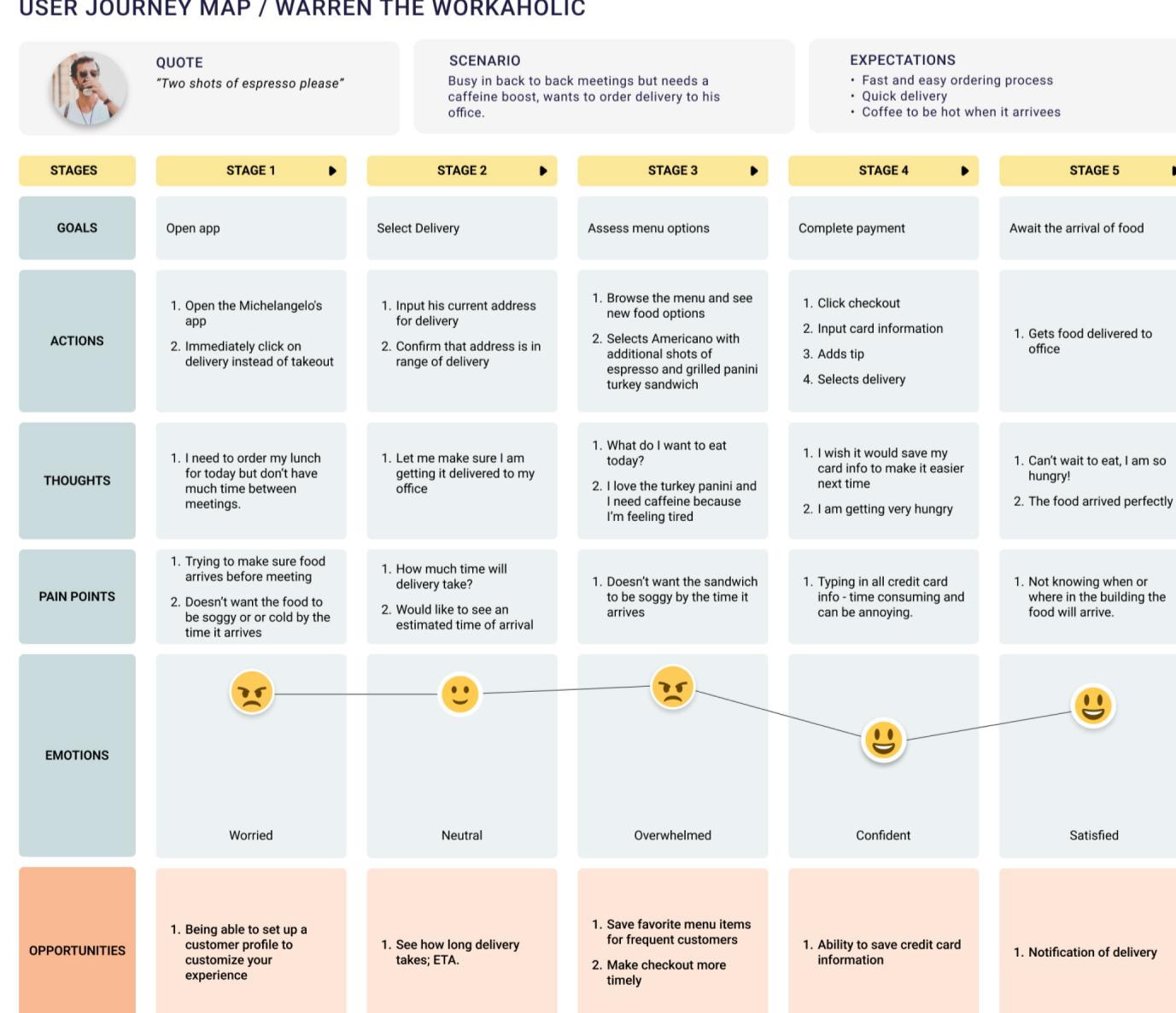
# JOURNEY MAPS

As Jakob Nielsen said, **UX is People**. We created these Journey maps to show the steps a user would take to complete an order and how they interact with the app at every stage. We used our findings from the User Persona to put ourselves into their shoes. This relates to the UX concept because we focus on the users to be able to produce good UX. We focus on their thoughts, characteristics, and needs to be able to create something that will enhance their experience.

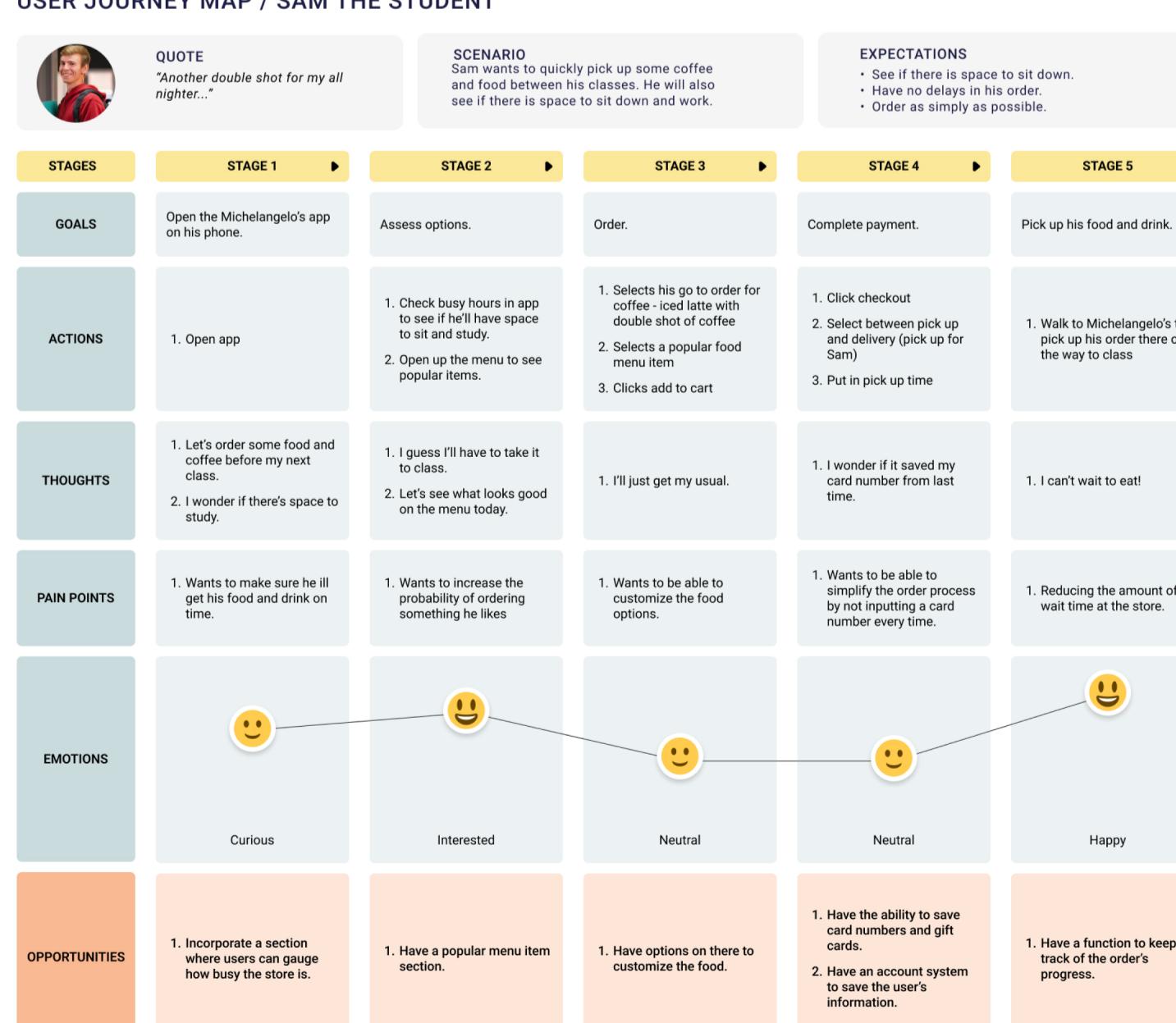
## USER JOURNEY MAP / MARLA THE MOM



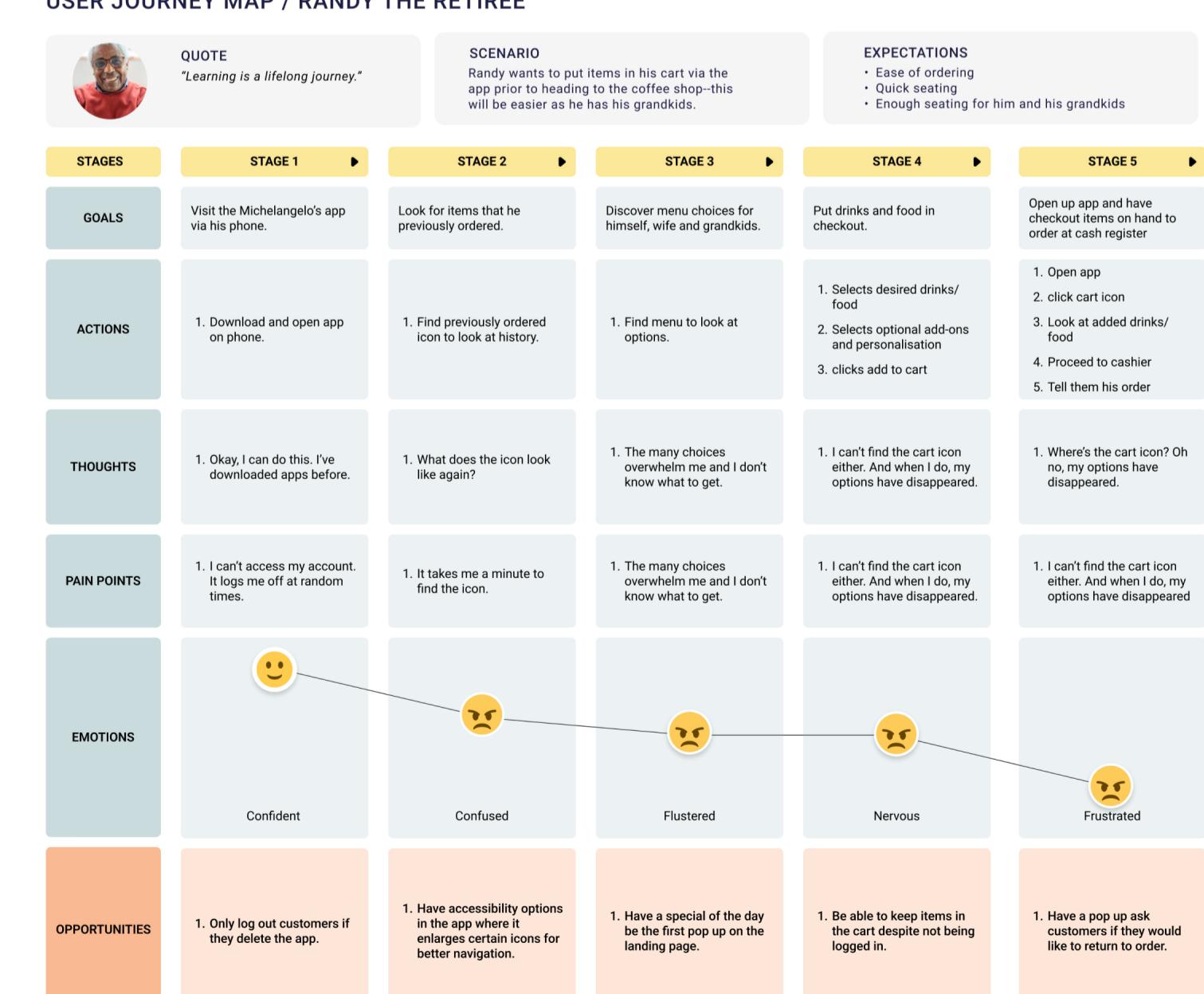
## USER JOURNEY MAP / WARREN THE WORKAHOLIC



## USER JOURNEY MAP / SAM THE STUDENT

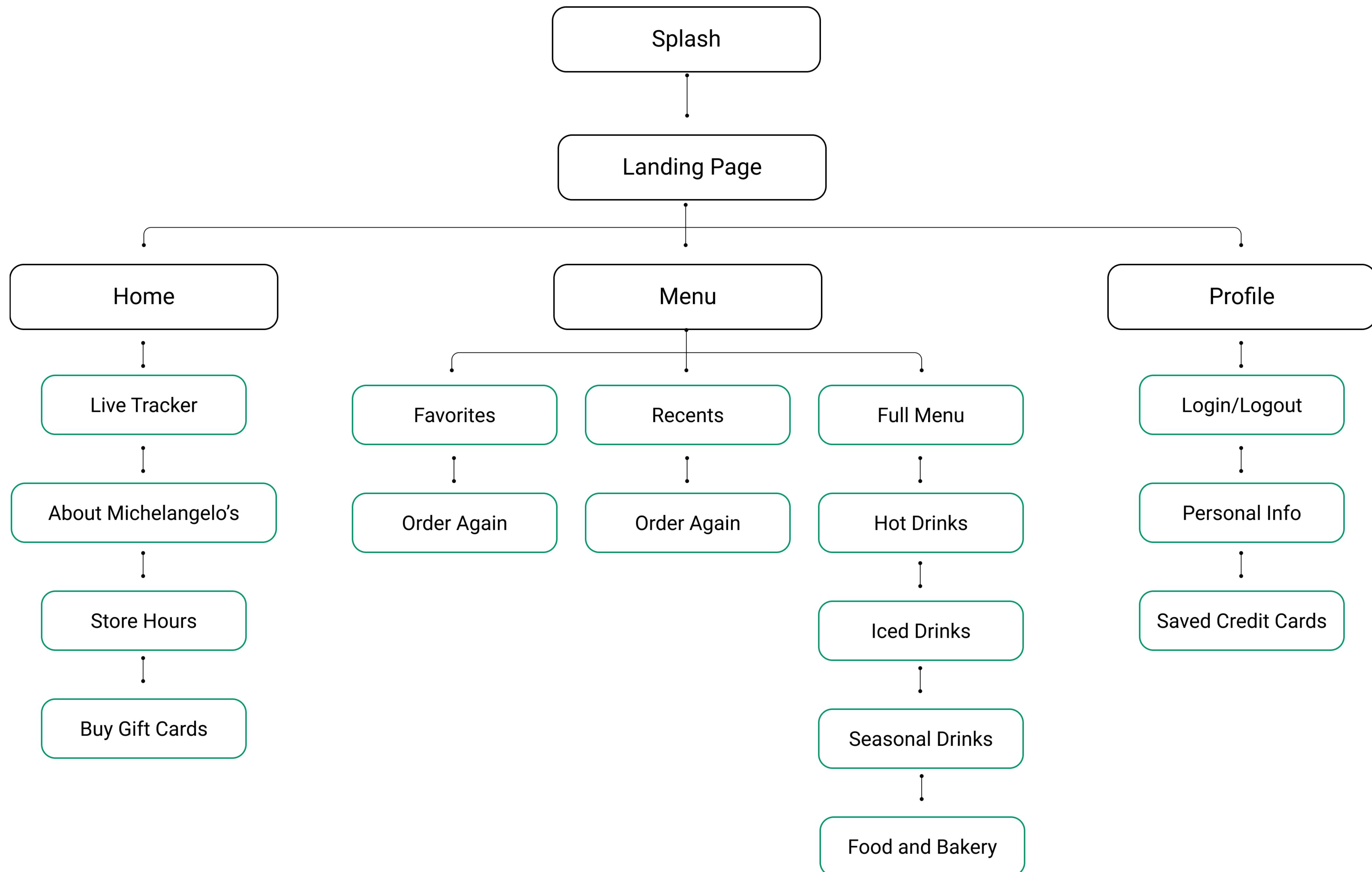


## USER JOURNEY MAP / RANDY THE RETIREE



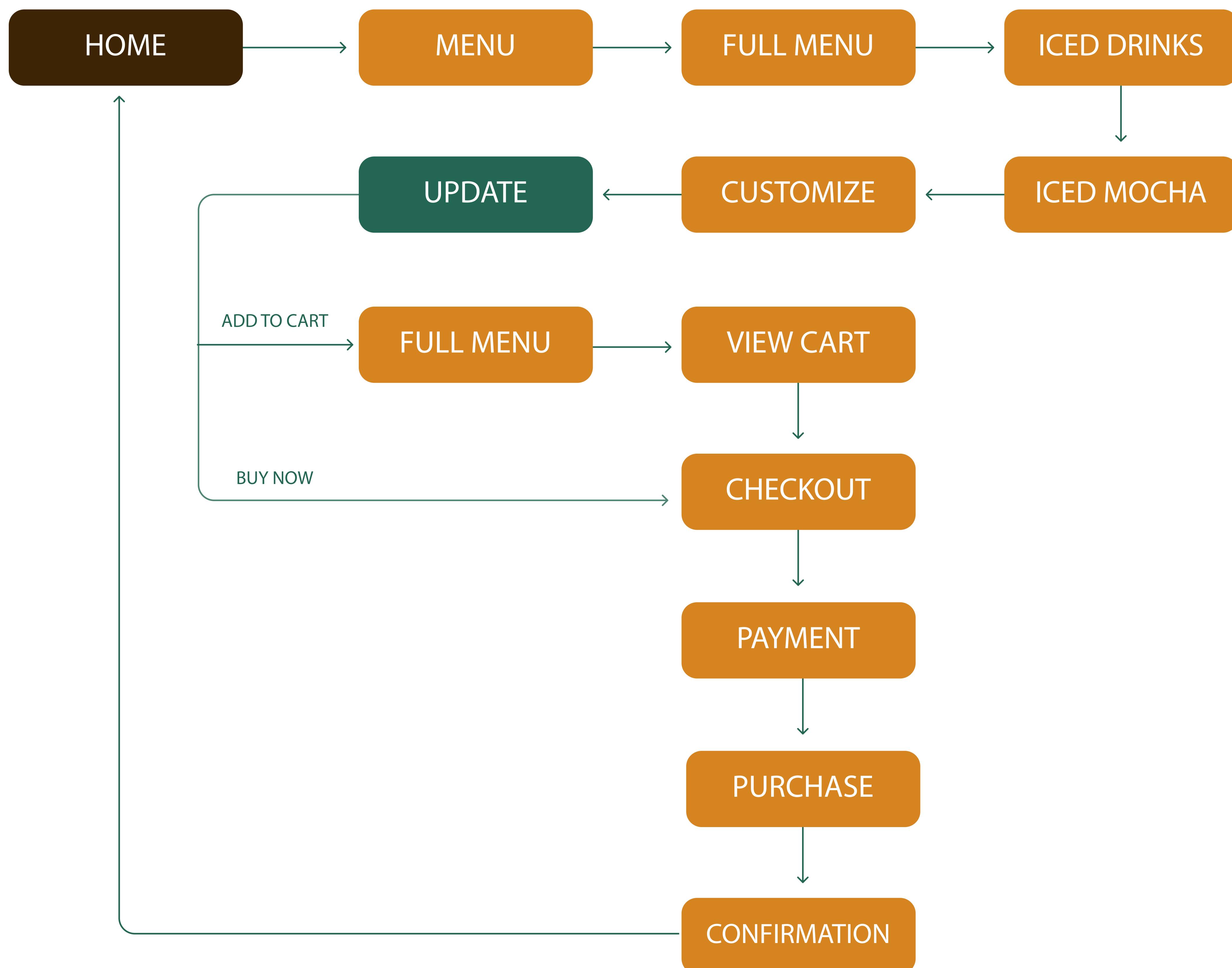
# INFORMATION ARCHITECTURE

This is the structure of our mobile app. Starting with the Splash page, the user can then navigate between Home, Menu, and Profile. From each tab page, there's different options the user can explore. We wanted to help users efficiency by providing quick ways to buy previously ordered items by giving them the option to favorite orders or view their history.



# FLOW CHART AND USER FLOW

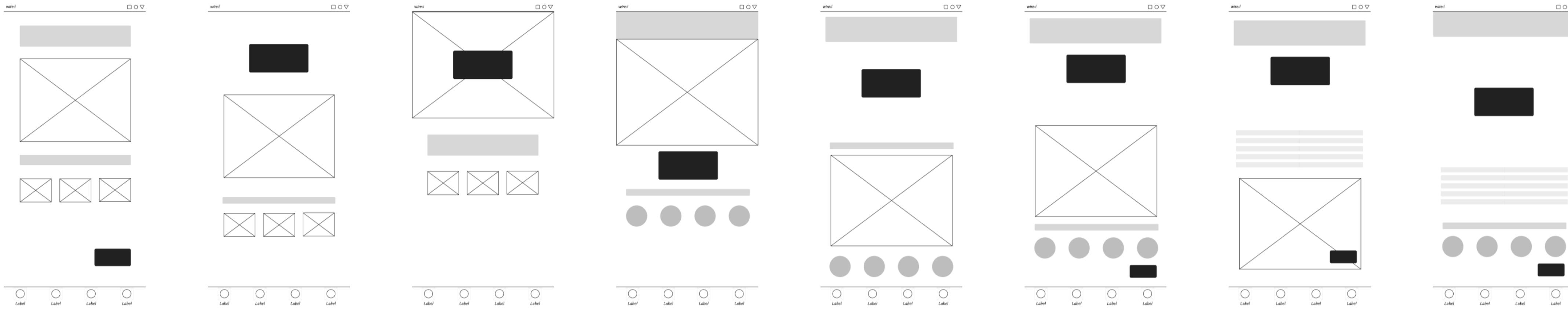
This is our visual representation of the steps Marla (or any user) will take to order an item from our app. With the idea of **satisficing** the user in mind, we offer the option to directly checkout which is extremely helpful to users like Marla who might be on a time crunch.



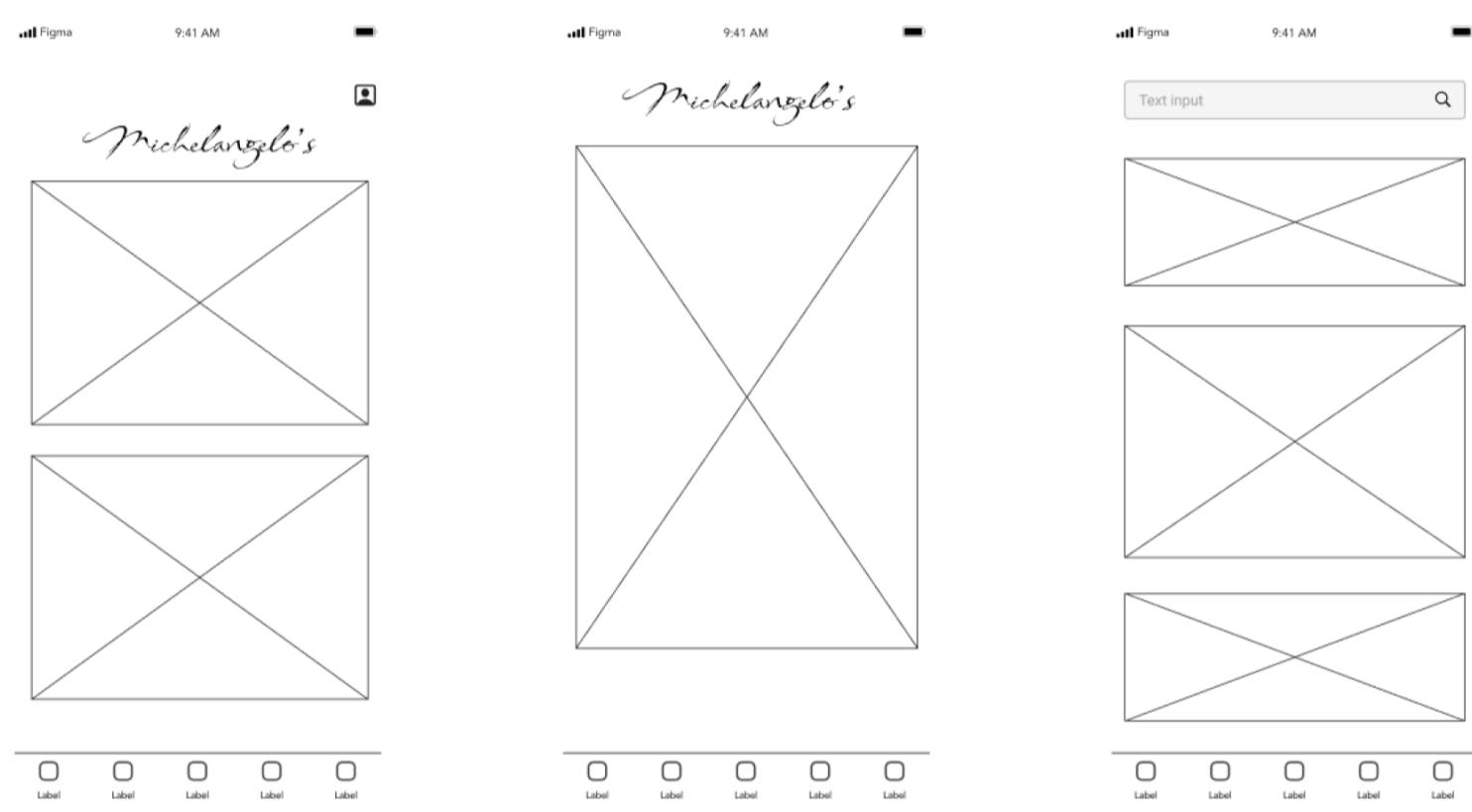
# IDEATION

In the ideation stage, we created multiple iterations of the user interface to generate as many ideas as we could. This was the stage where all the team members could propose their vision for the app, which would then be narrowed down and implemented in further steps.

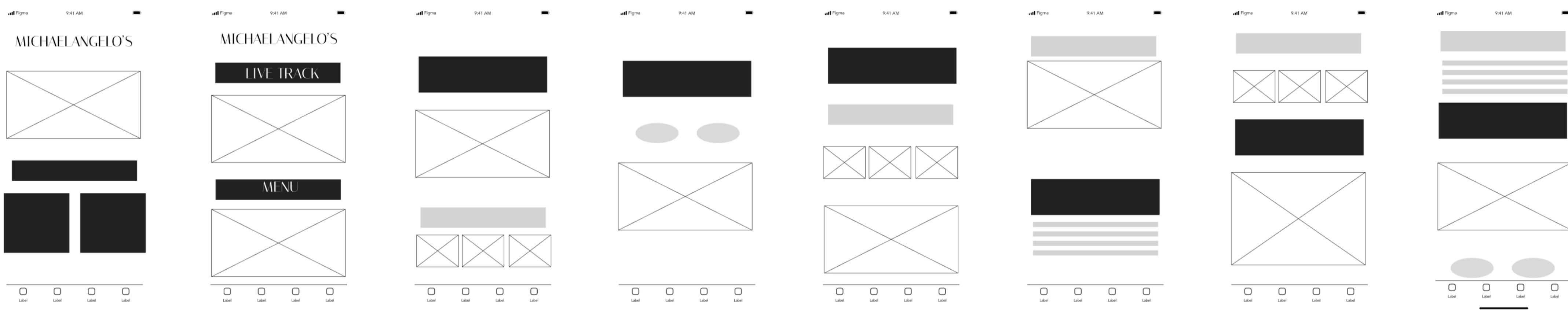
JESS



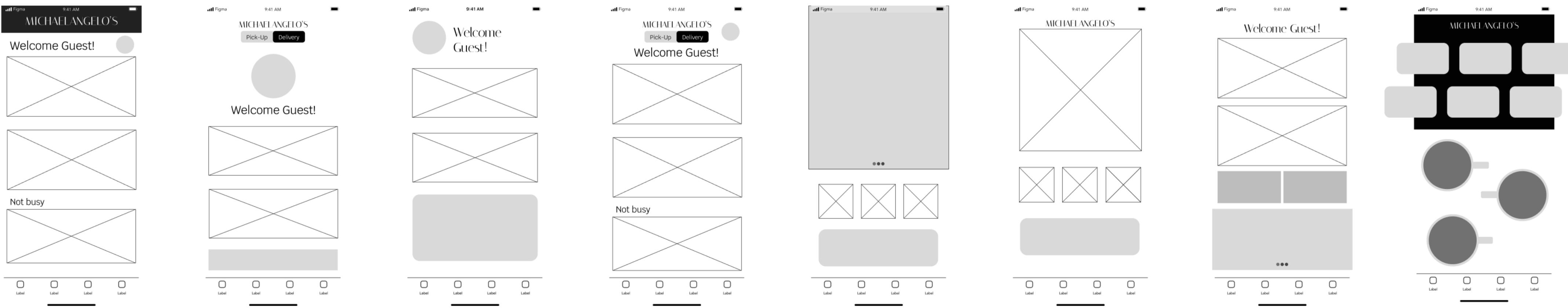
Malee



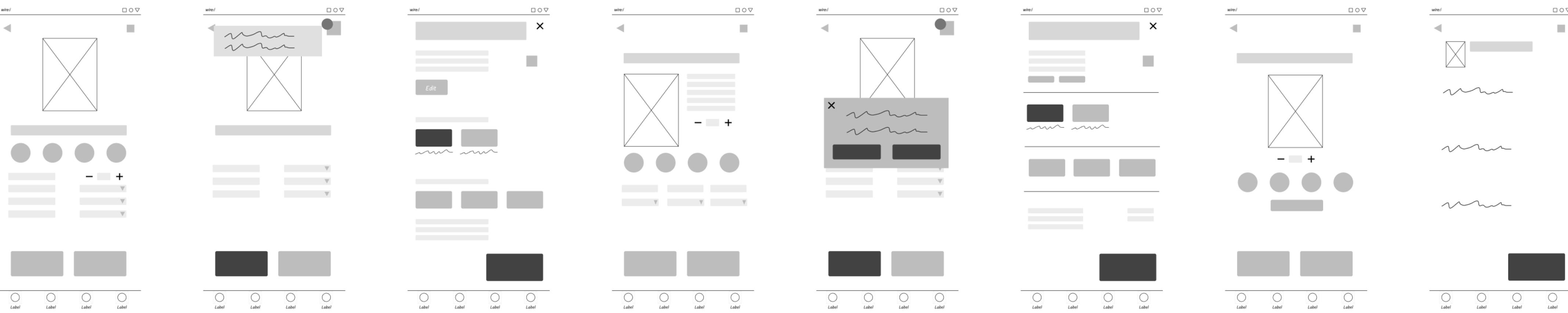
MADDY



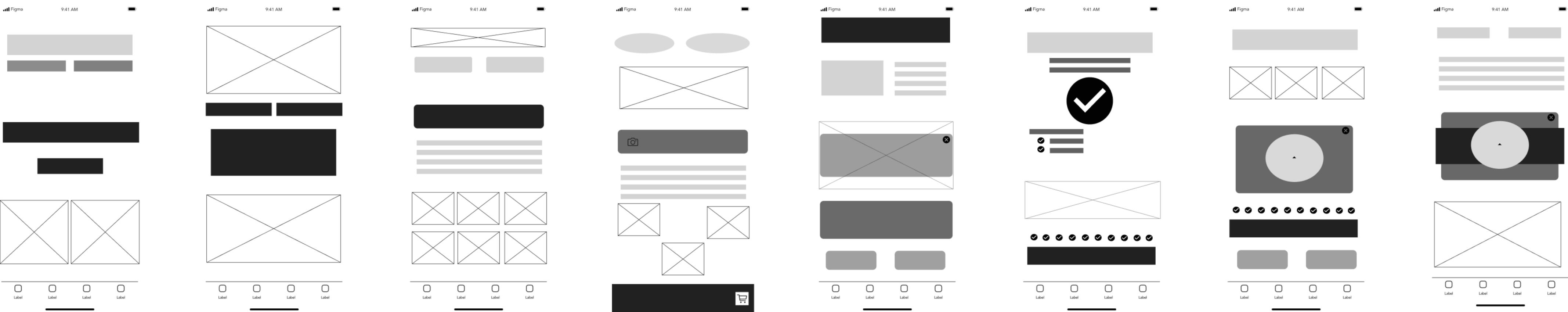
Juyoung



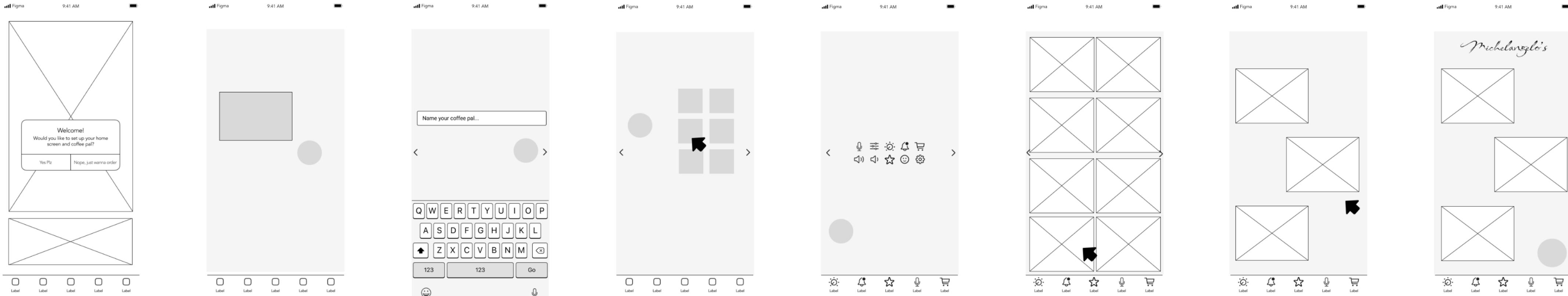
JESS



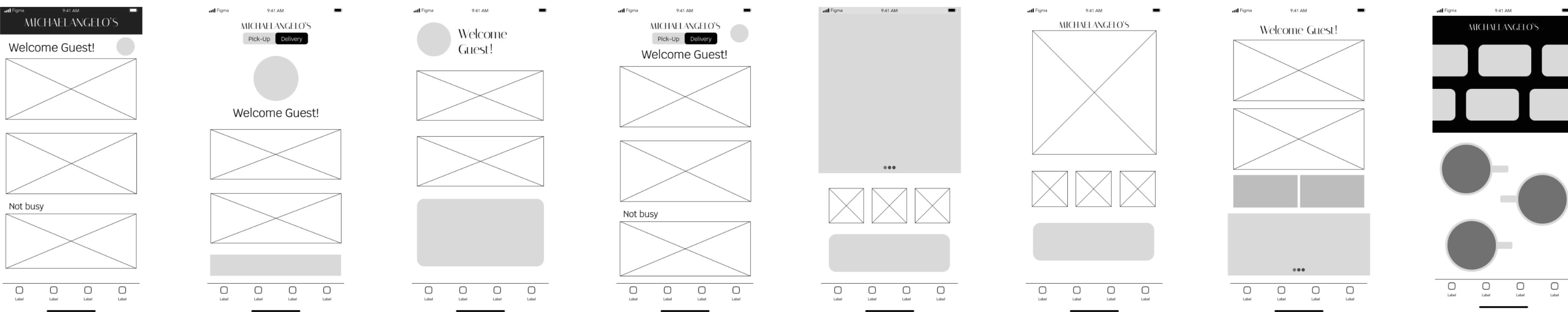
MADDY



Malee

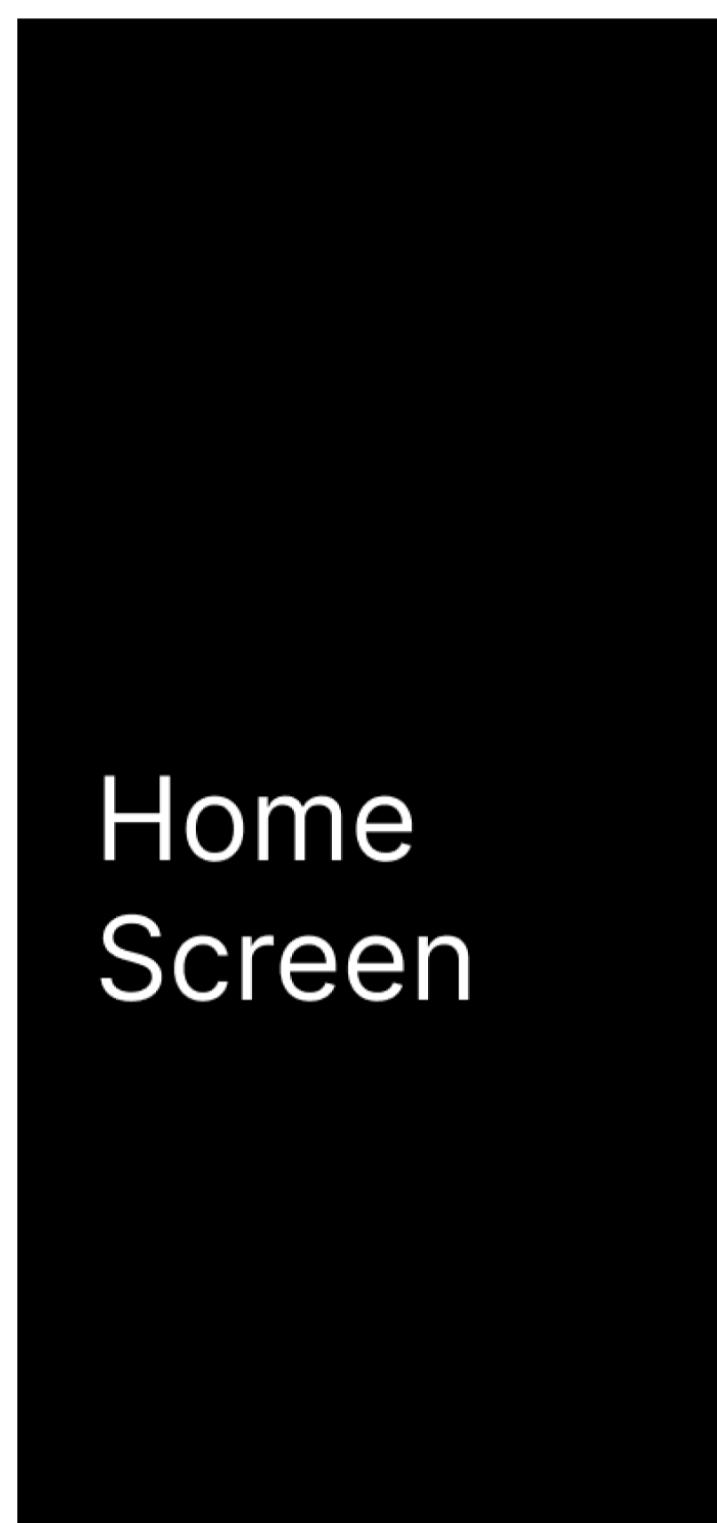


Juyoung

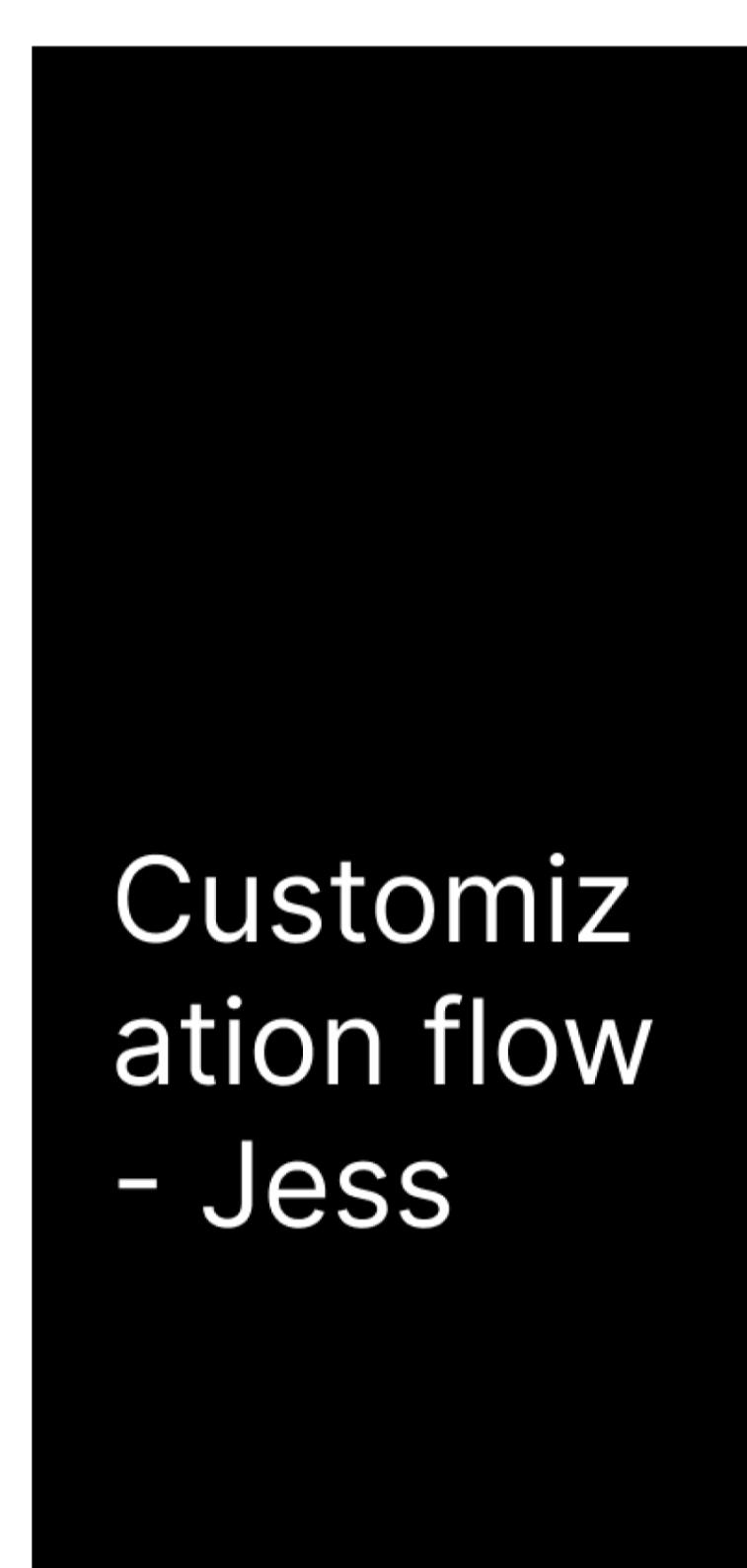
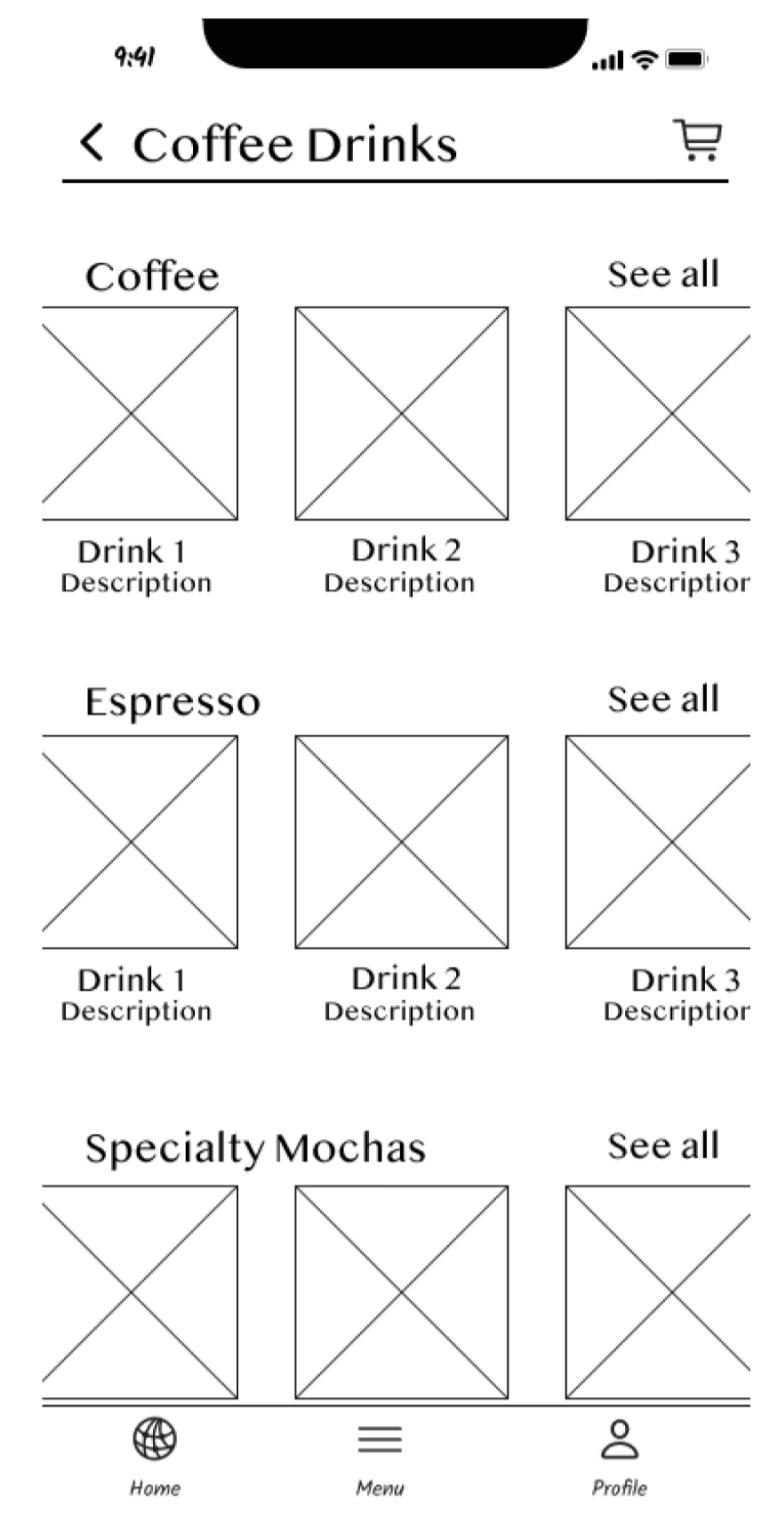
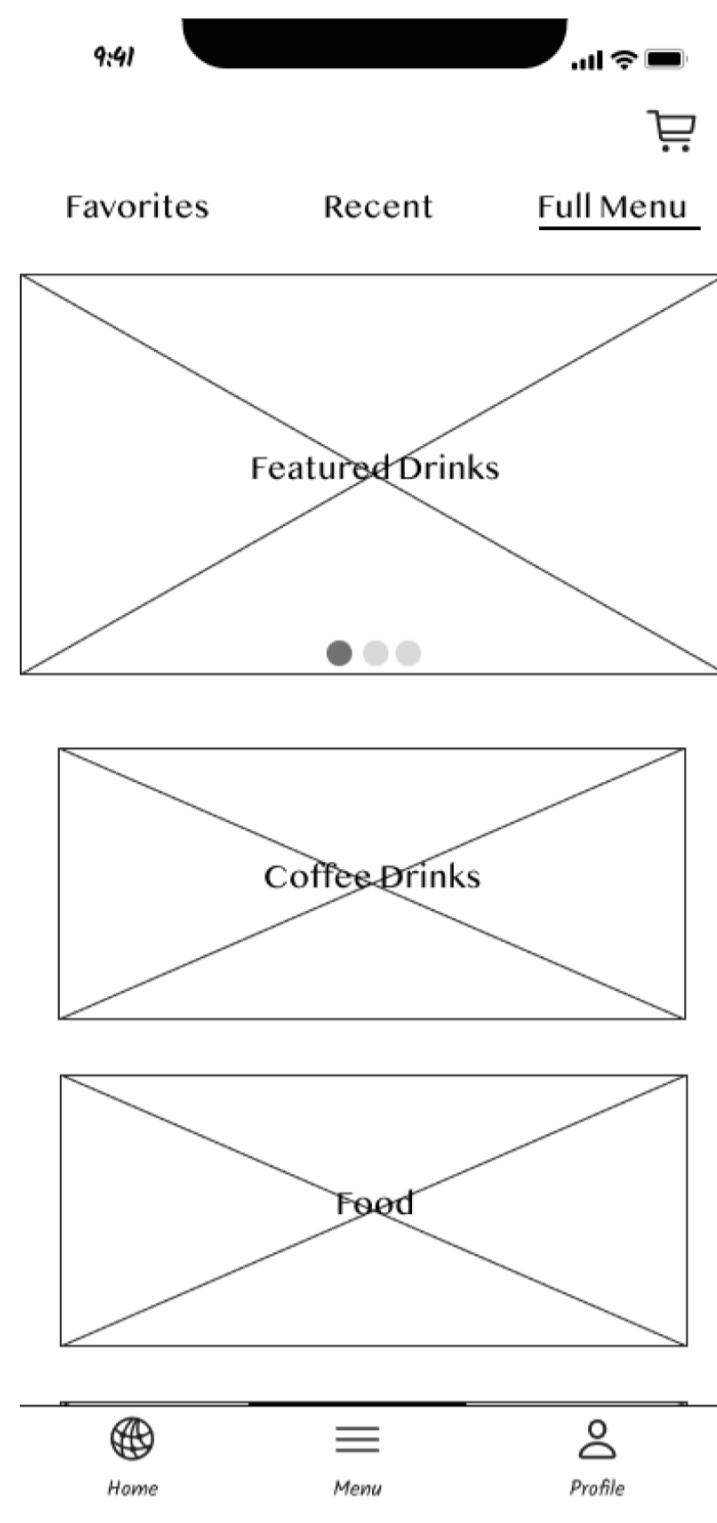
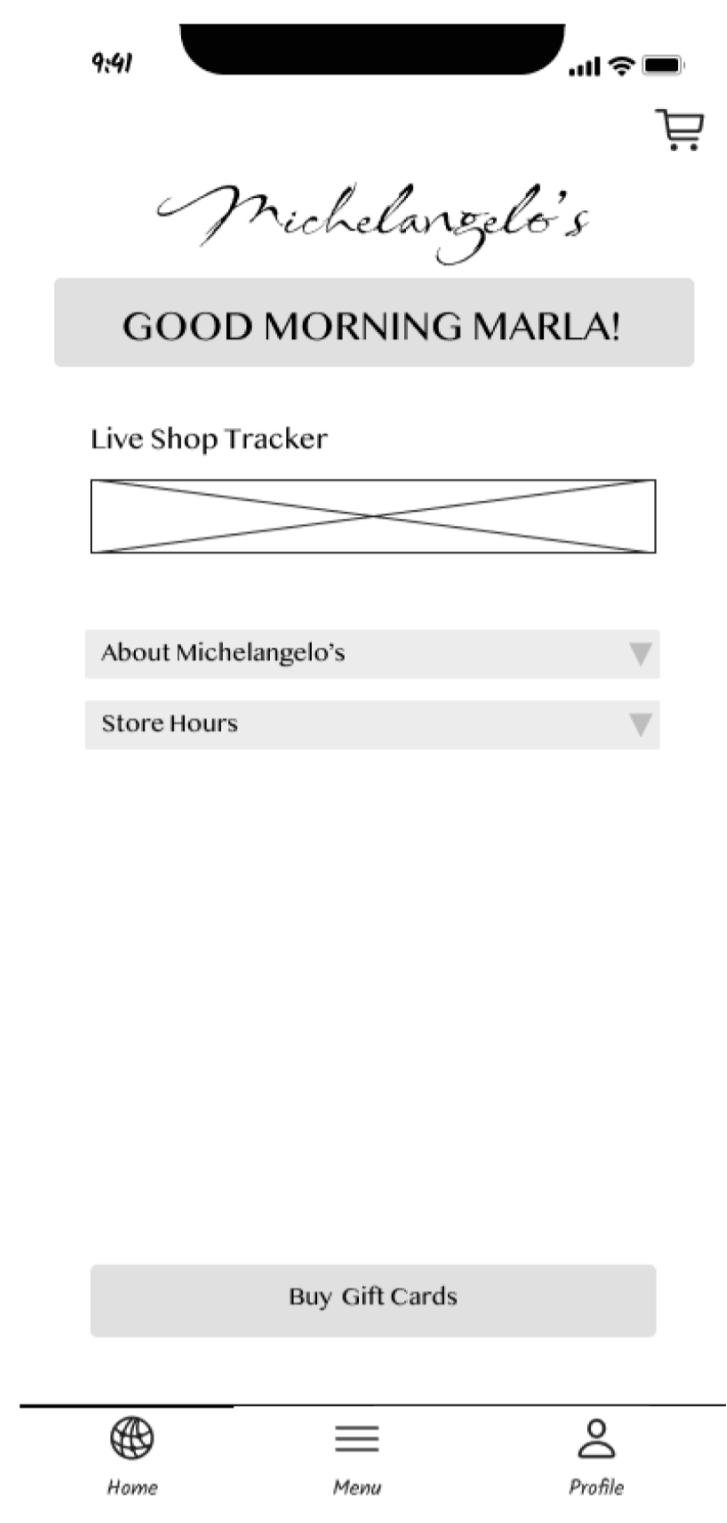


# WIREFRAMES

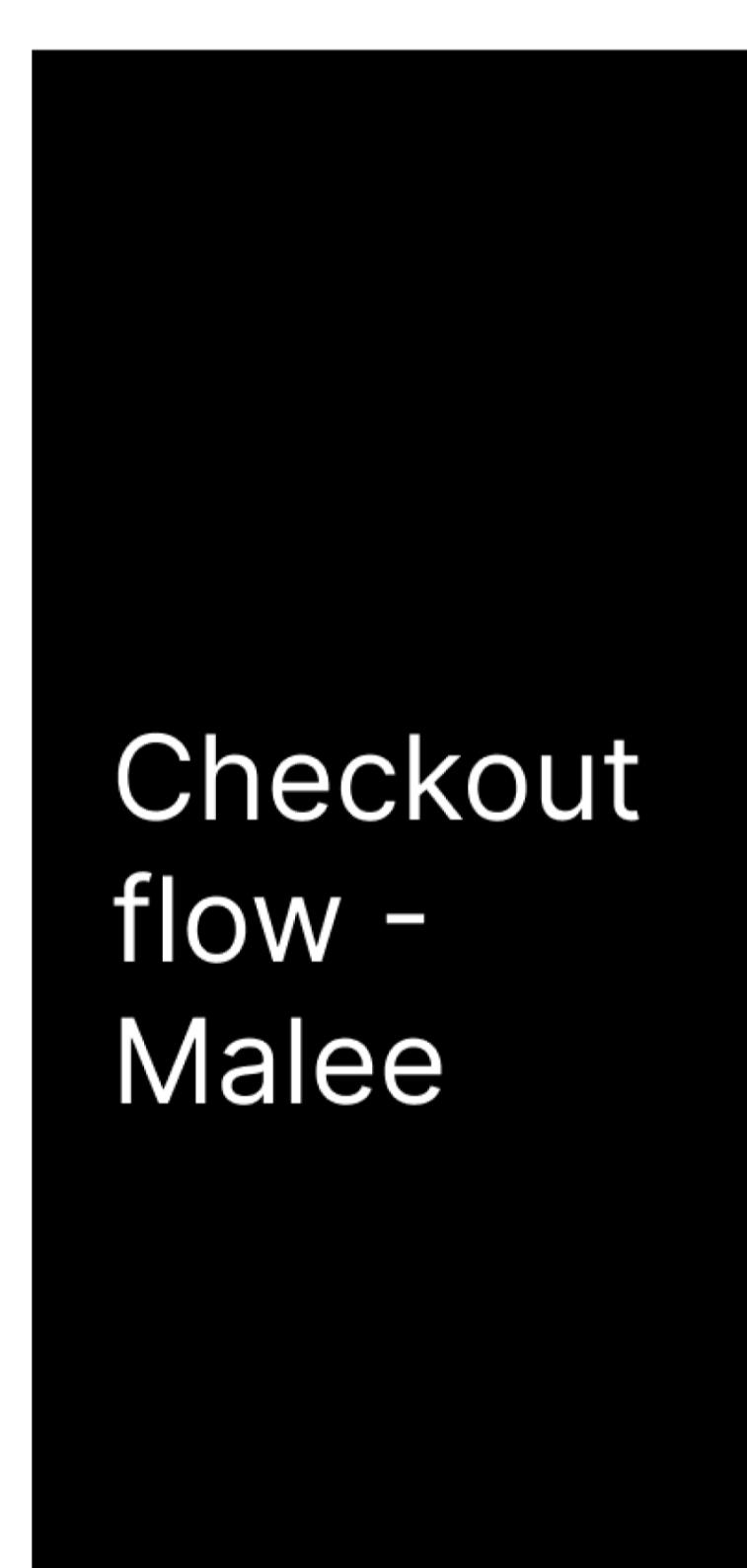
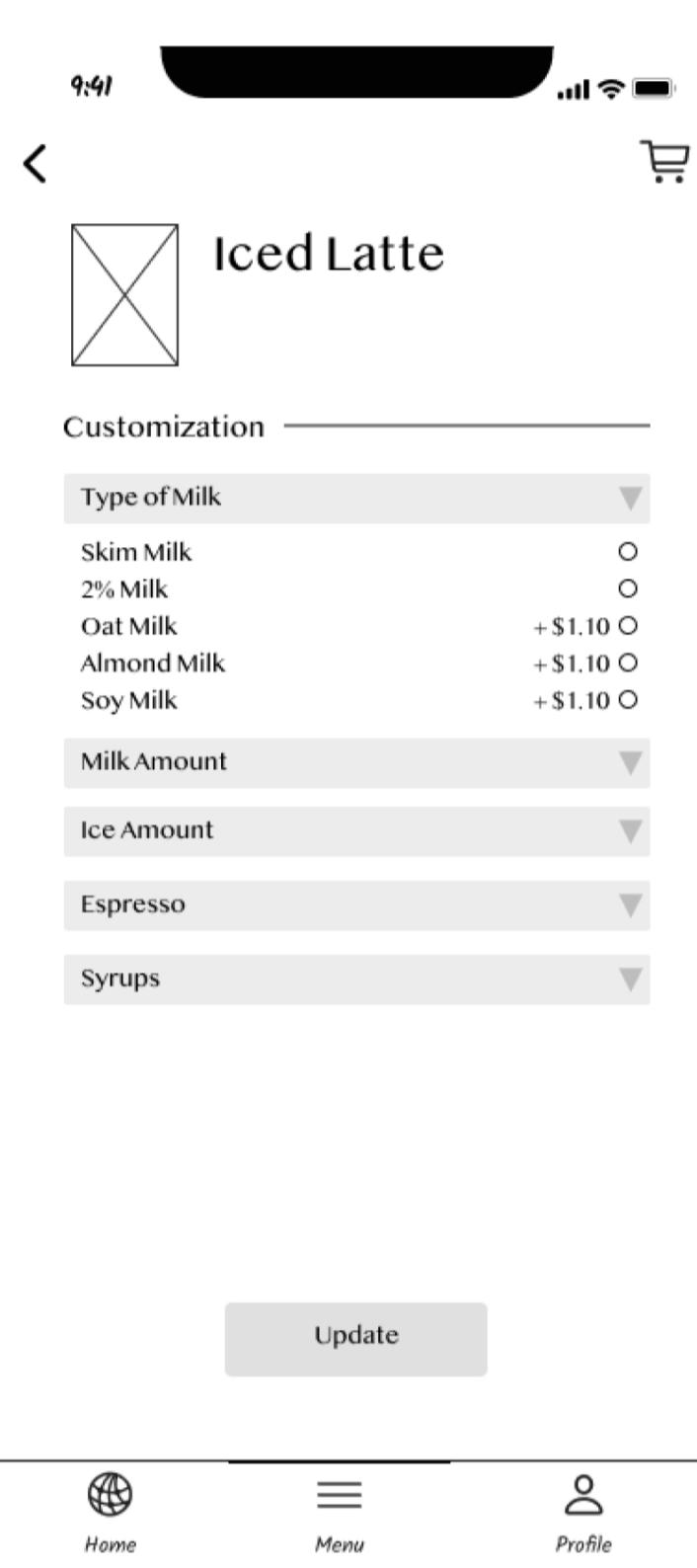
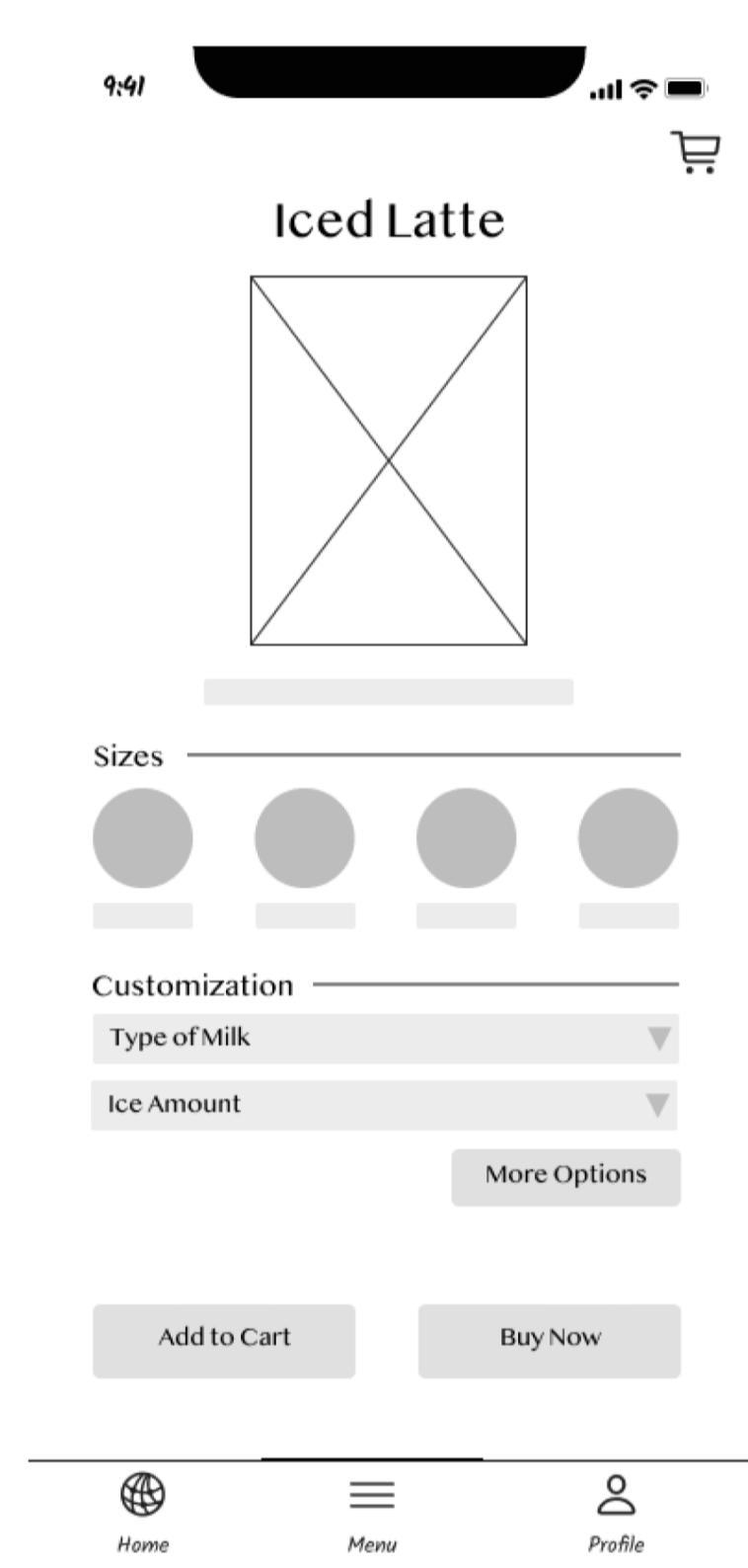
These are upgraded versions of our collective wireframes that follow the process of ordering a drink for our user Marla. We wanted to **Keep It Simple** and instead of building out all parts of our app, we decided to focus on the parts Marla would interact with (so we left out the profile tab).



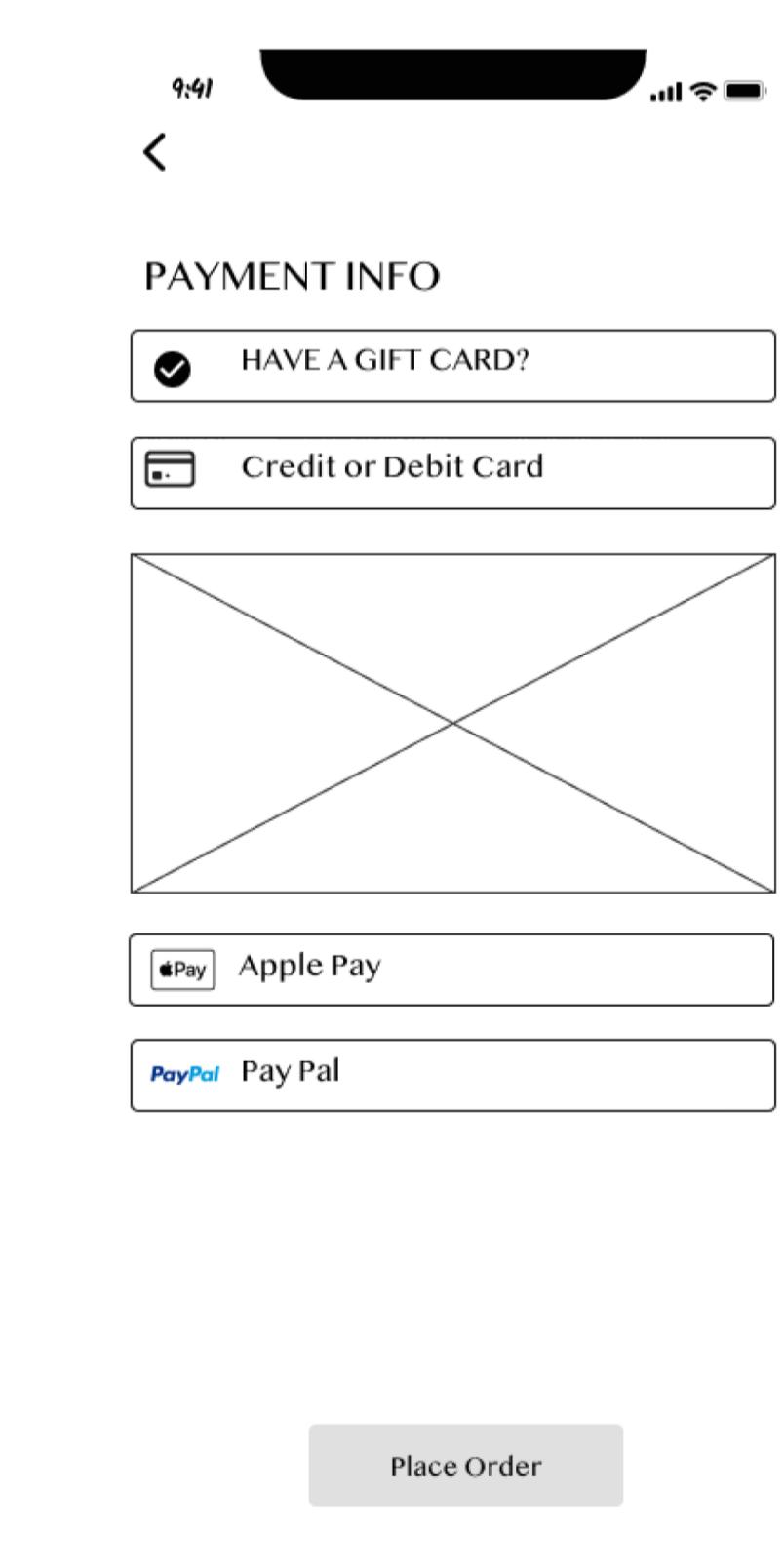
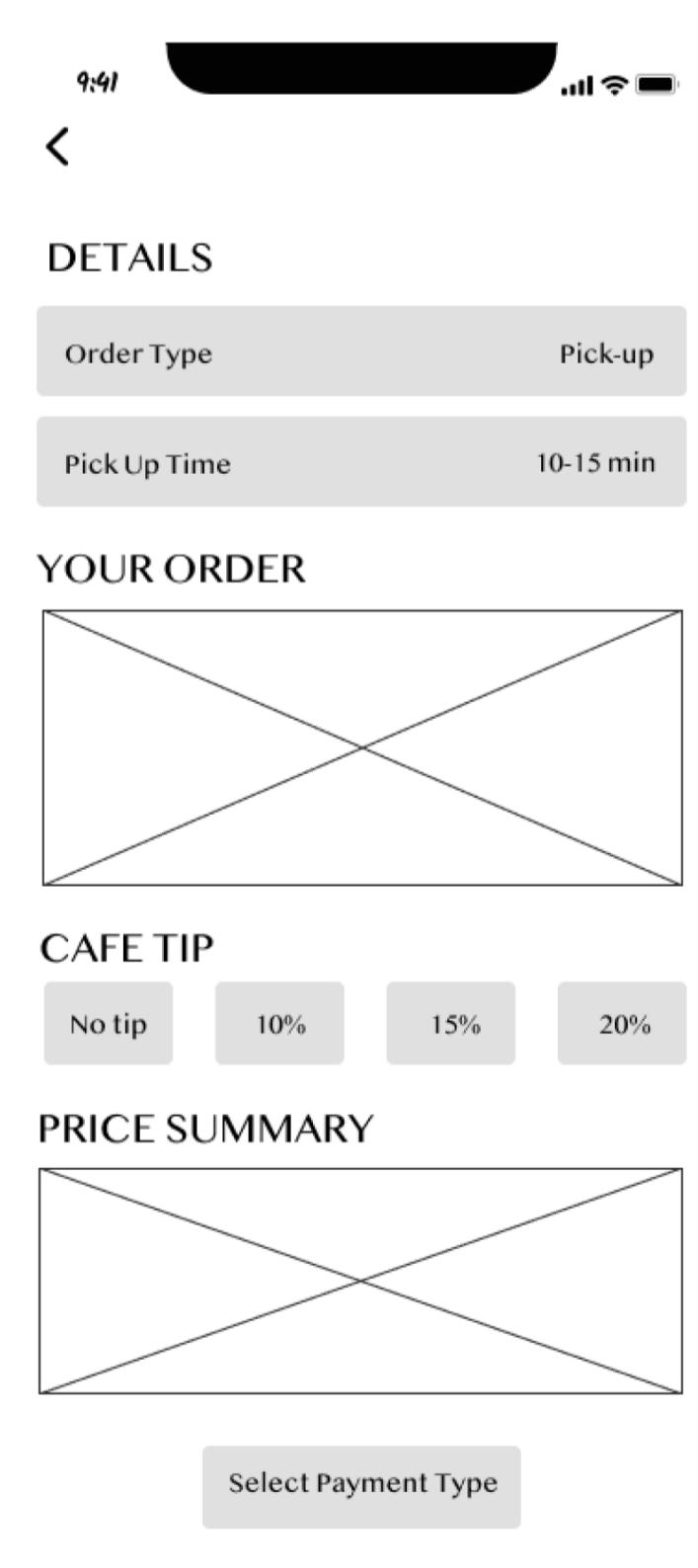
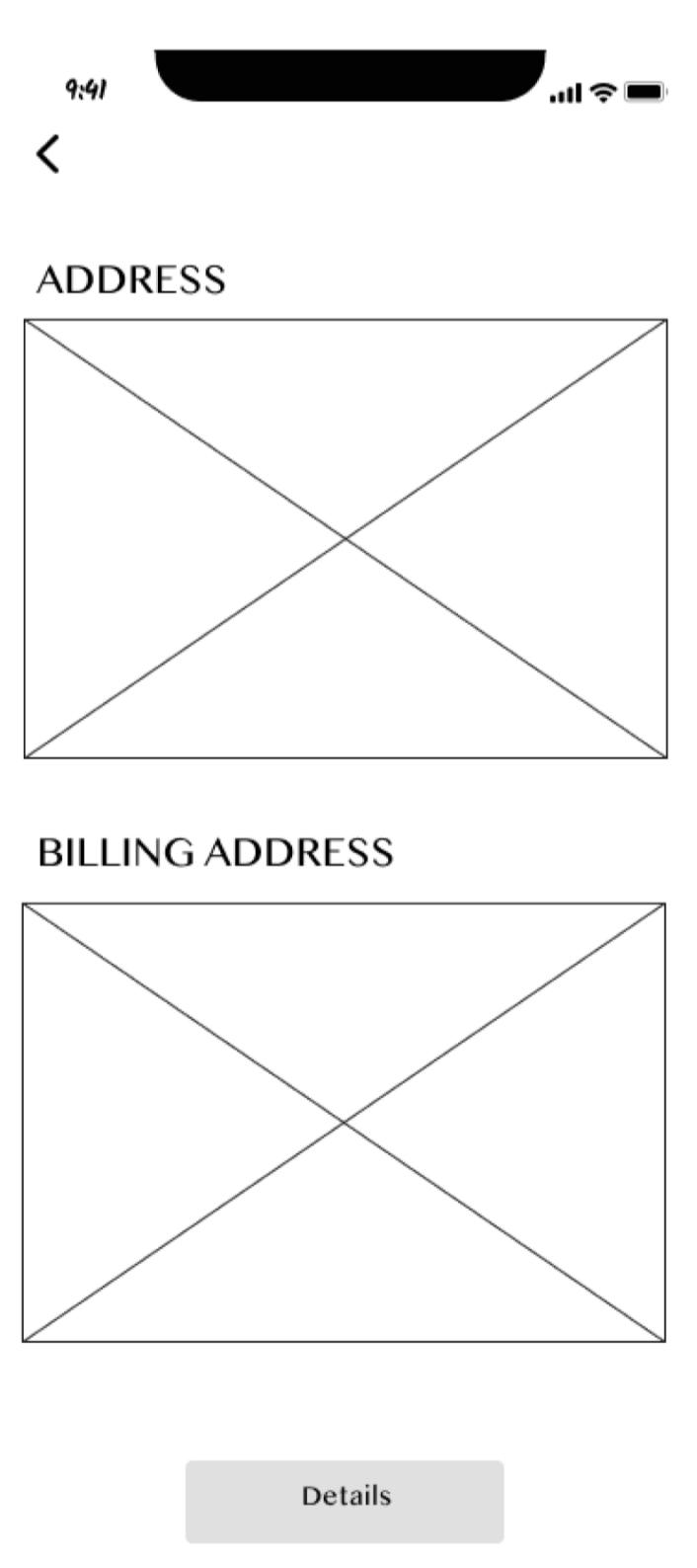
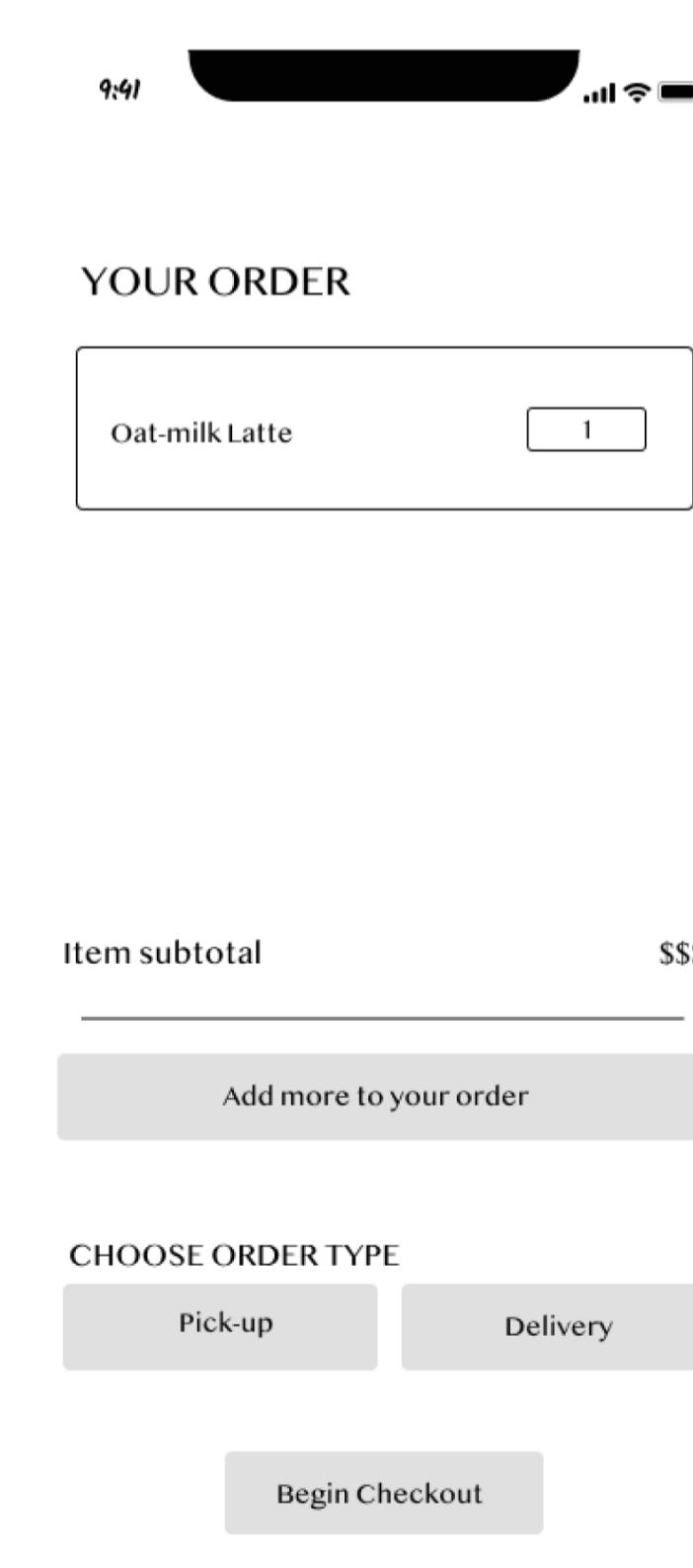
Home Screen



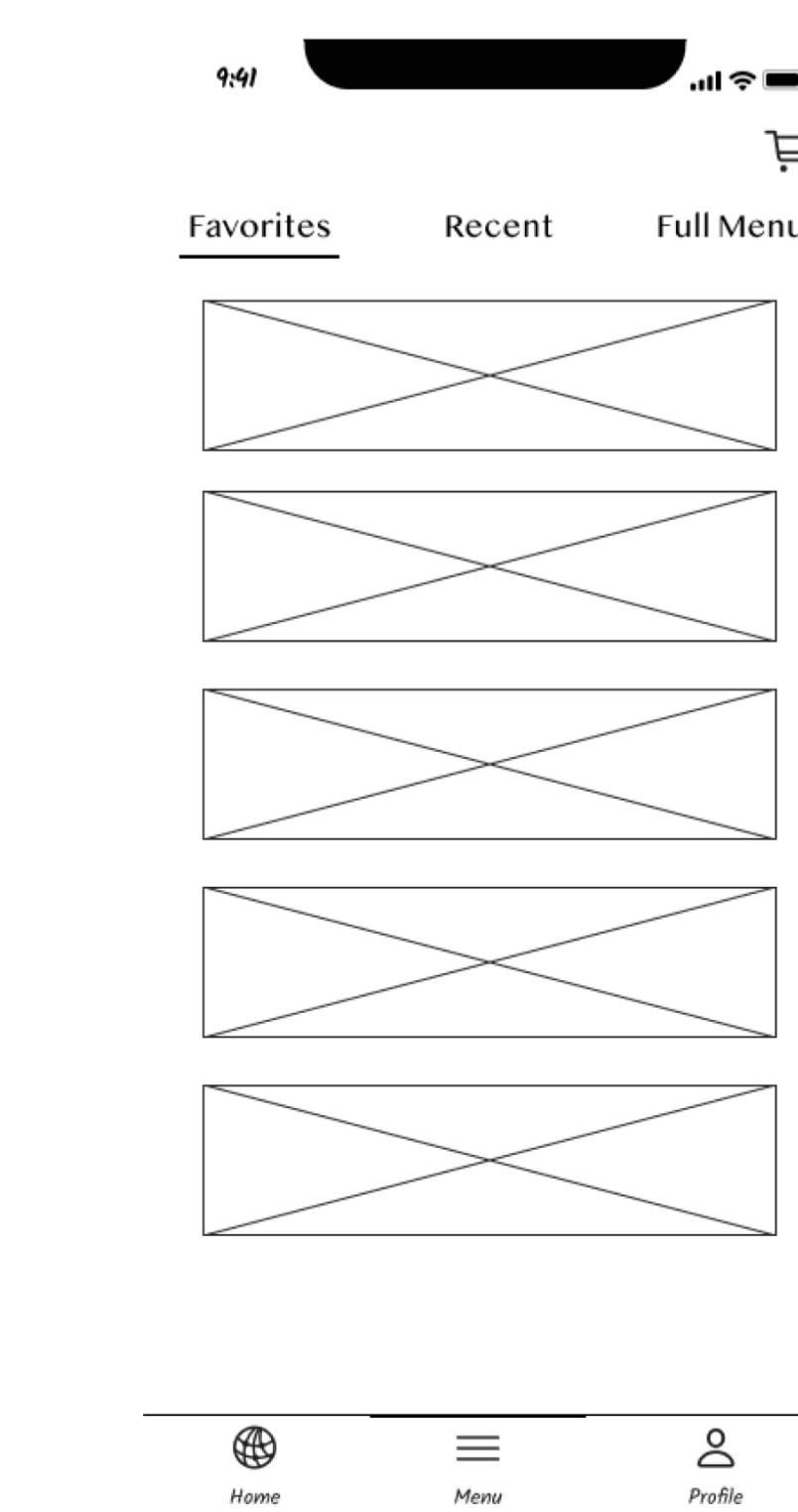
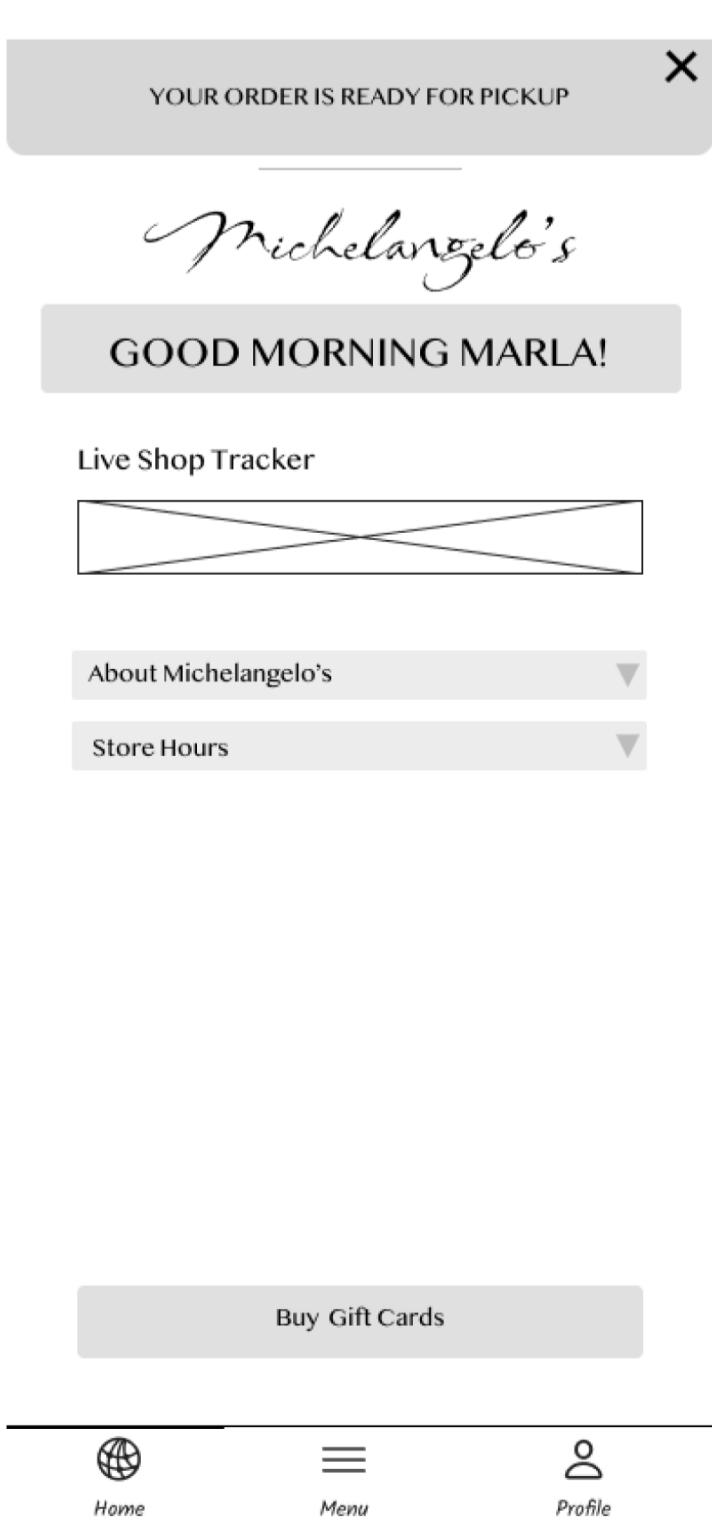
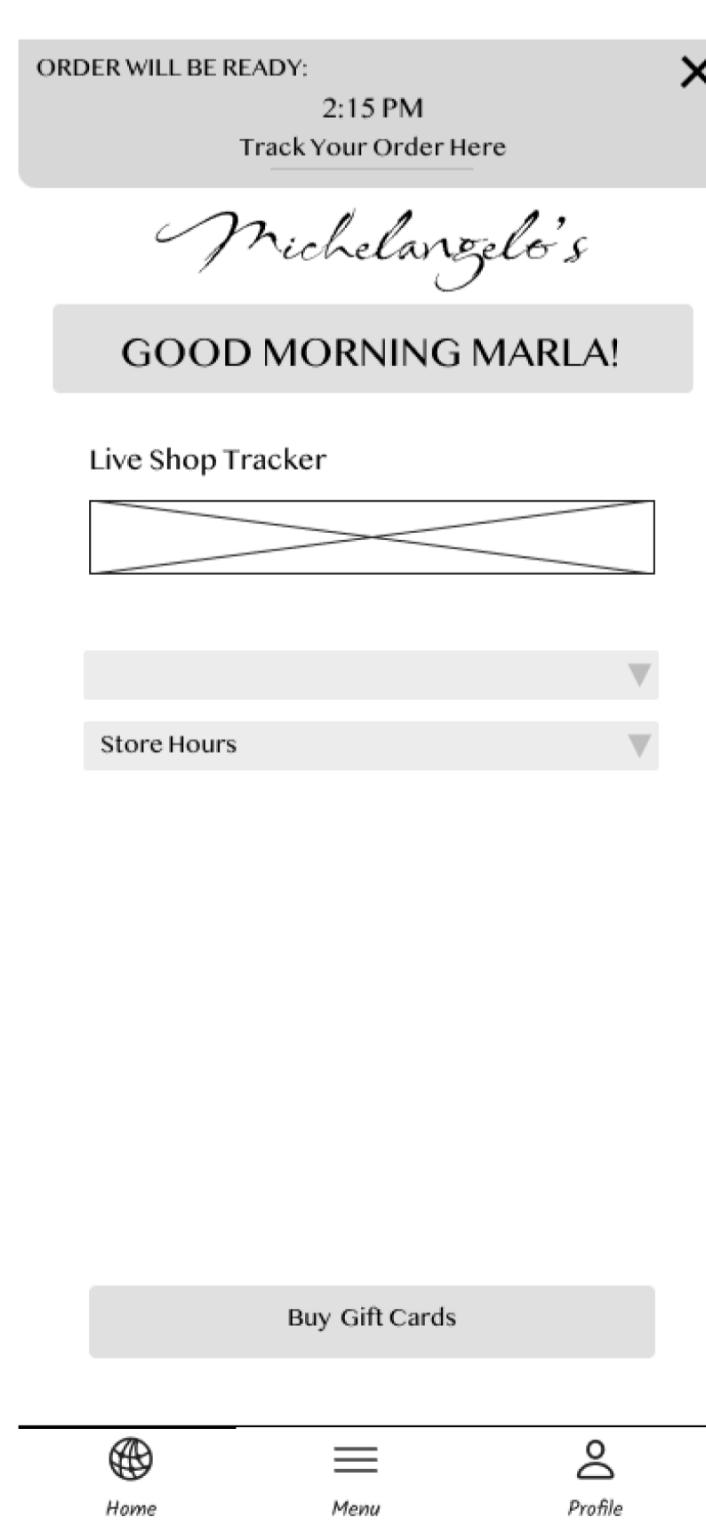
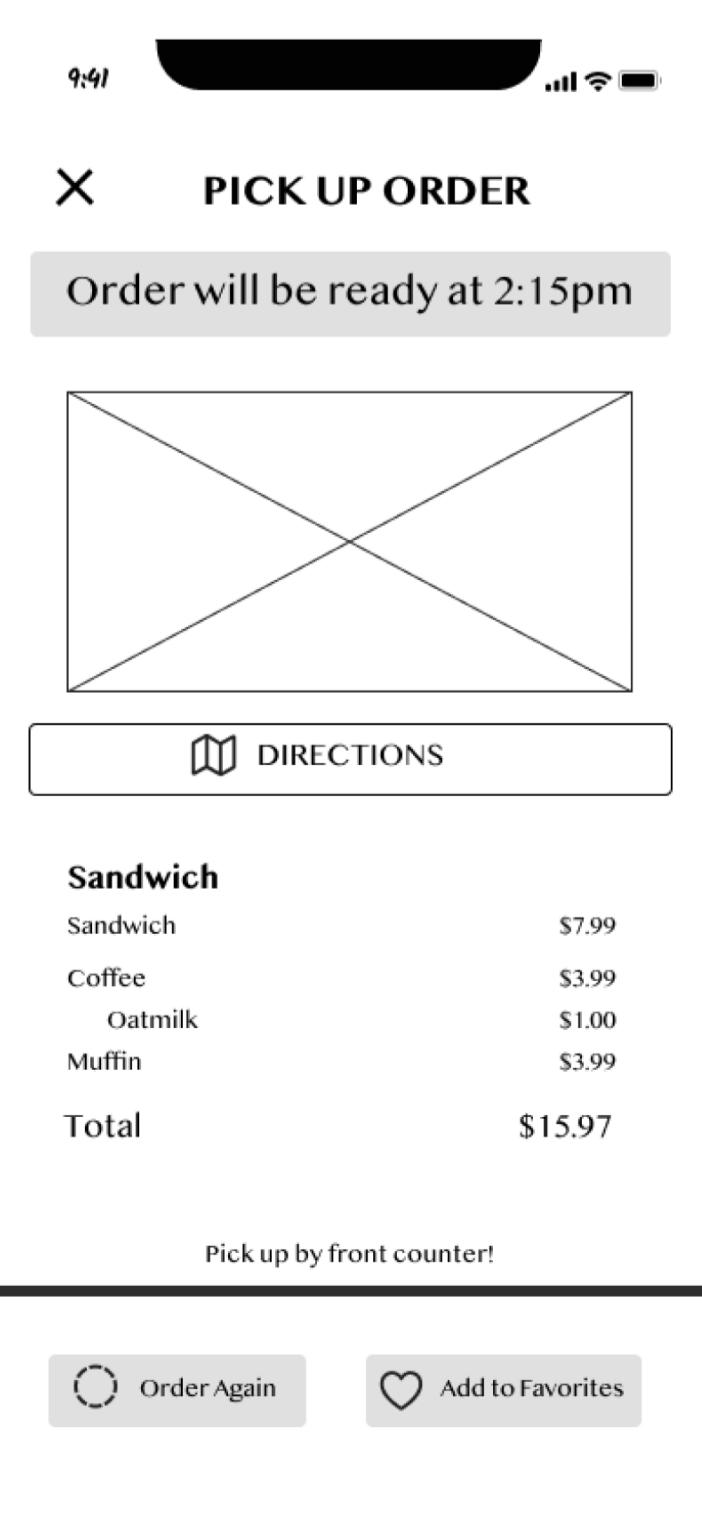
Customization flow - Jess



Checkout flow - Malee



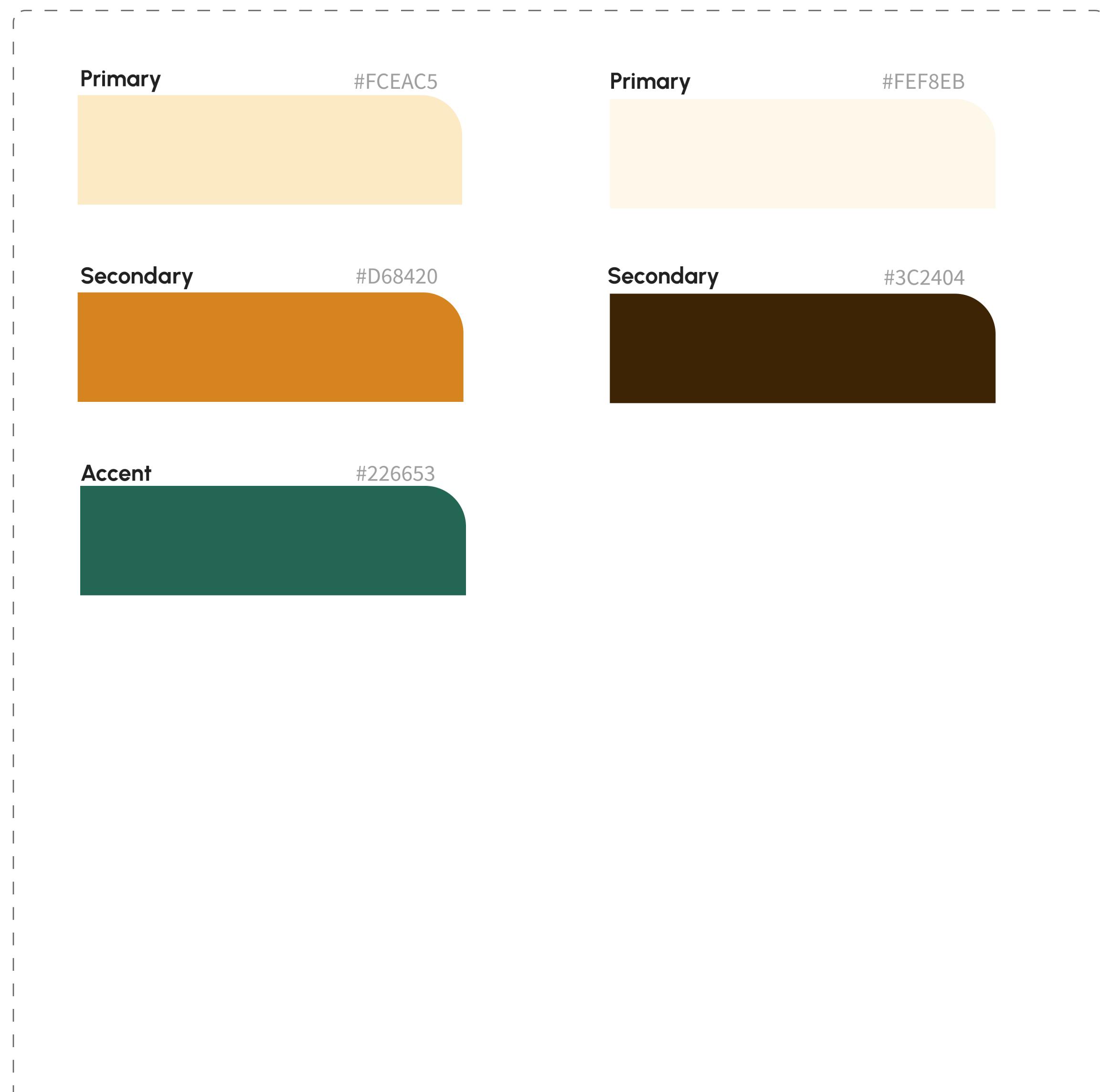
Pick up flow - Maddy



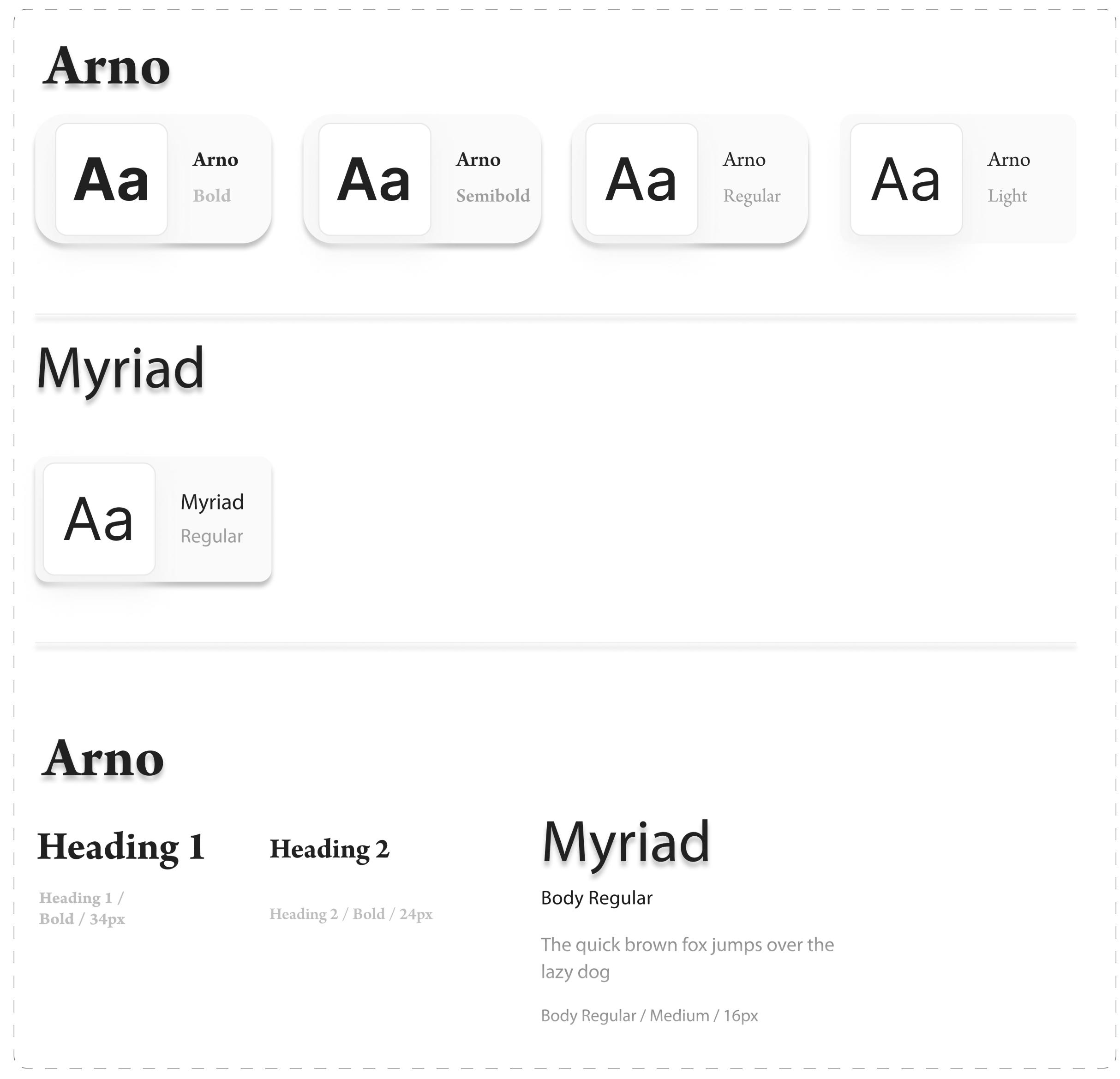
# DESIGN SYSTEM

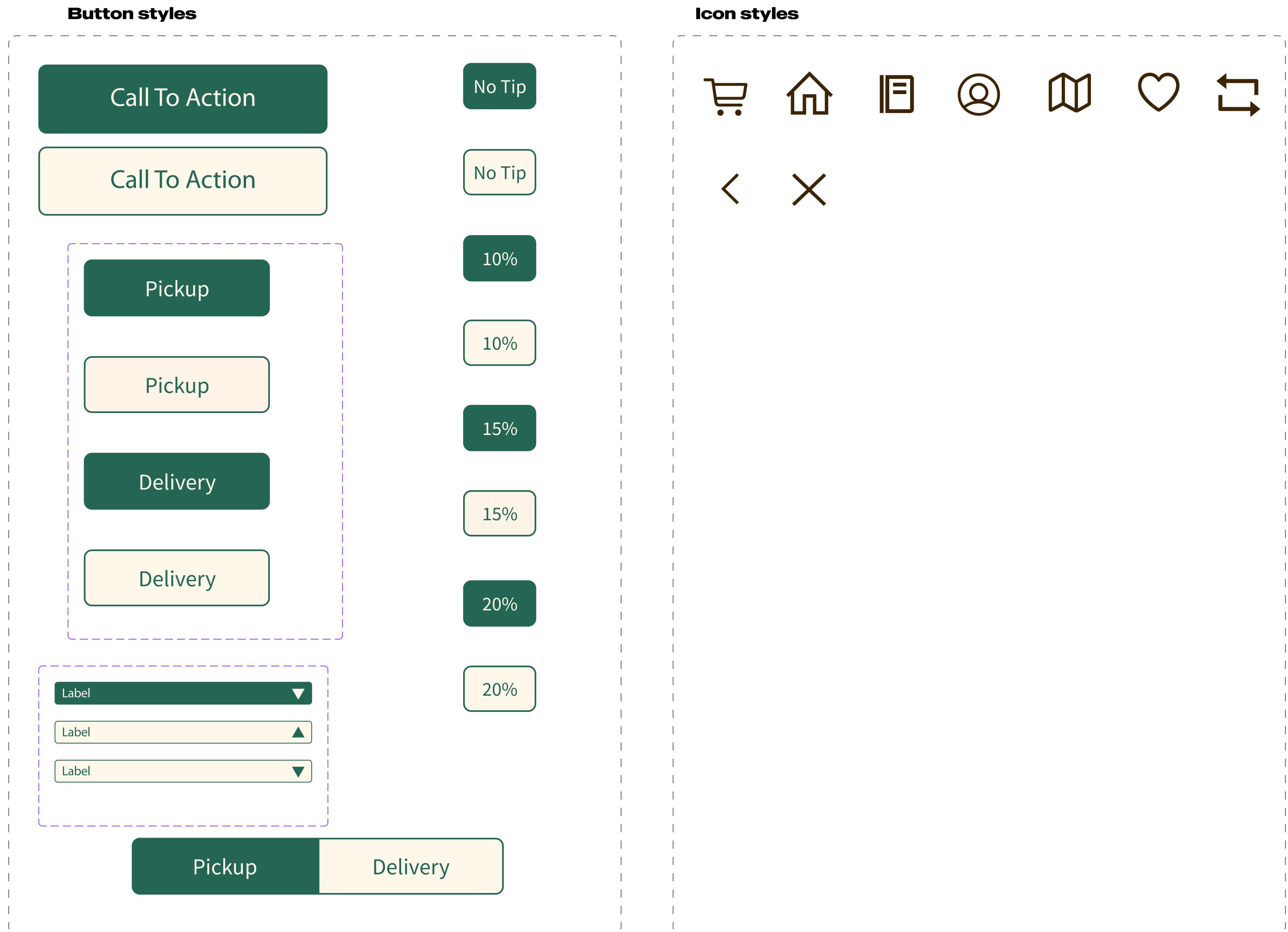
While carefully constructing our design system based on the 60-30-10 concept, where we focused on three primary colours that encapsulated Michelangelo's as a whole-- keeping in mind that this café had changed it's building colours a few times over the years. After narrowing them down, we turned to look at various typography fonts that one, still held semblance to the original font but was also seemingly modern, and two, allowed users to differentiate between the main titles and the actual body of text

## Color styles



## Typography styles

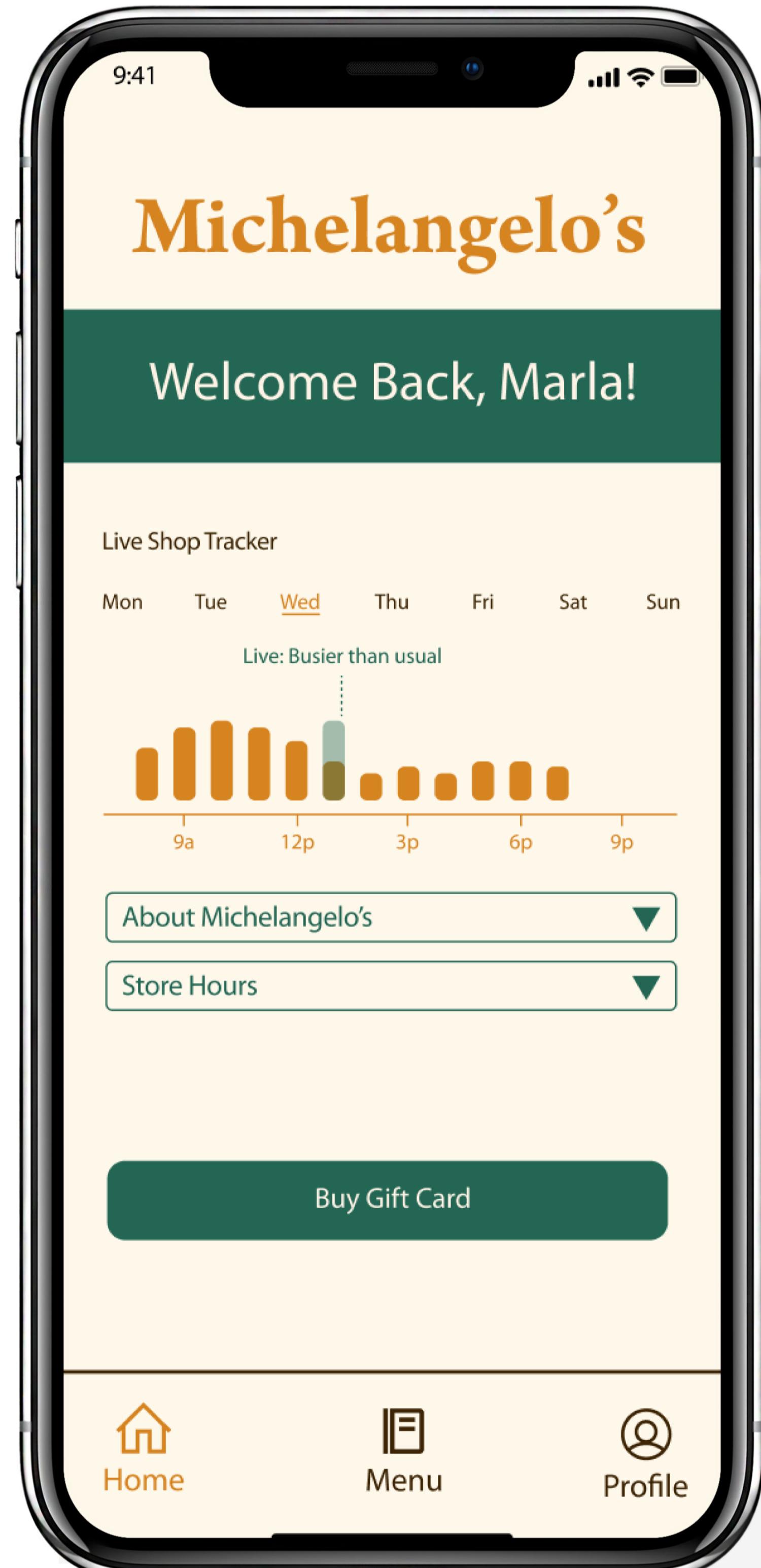




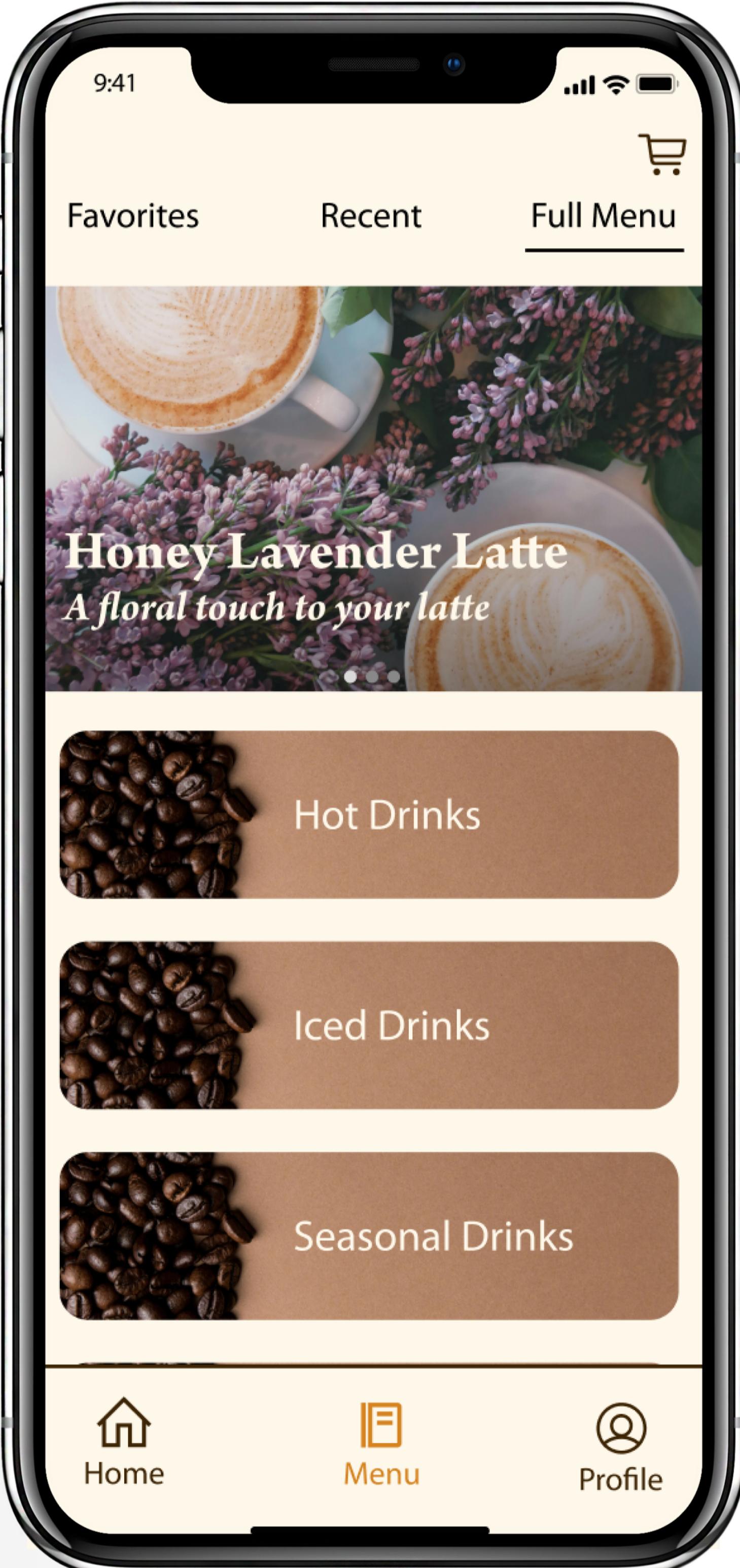
As for the buttons and icons, we wanted to choose ones easily identifiable to the user. We also wanted to be able to summarize what each icon could do for the user.

# USER INTERFACE

While as UX/UI designers, unfortunately we can't control how many menu items the company provides--causing us to run into a problem where the choices may overwhelm the user--, but we can use the chunking principle to allow more space. While researching the menu, we narrowed down the items under identifying titles such as "hot drinks" or "iced drinks." As for the home page, we knew that a lot of students tend to frequent Michelangelo's so we wanted to provide an app feature that allows the student to check how busy the café is.



**HOME  
SCREEN**



**MENU  
SCREEN**



**PAYMENT  
SCREEN**



# OTHER / ALL SCREENS

9:41

Your Cart

**DETAILS**

Order Type Pickup

Pick Up Time ASAP

**YOUR ORDER**

2 Iced Mochas  
\$4.50  
+ \$2.10 2 Espresso Shots

**CAFE TIP**

No Tip 10% 15% 20%

**PRICE SUMMARY**

Subtotal	\$5.60
Tax	\$0.42
Tip	\$0.60
<b>TOTAL:</b>	<b>\$6.62</b>

Select Payment Type

9:41

Details

**PAYMENT INFO**

HAVE A GIFT CARD?

Credit or Debit Card

Card Number

Exp. Date CVV

Apple Pay

Pay Pal

**BILLING ADDRESS**

Marla the Mom

XXXX Monroe St.

Madison WI 53711

Place Order

9:41

Cancel

**Your Cart**

Subtotal \$0.00

Tax \$0.00

**TOTAL:** \$0.00

CHOOSE ORDER TYPE

Pickup Delivery

Checkout

9:41

Cancel

**GIFT CARD AMOUNT**

\$25 \$50 \$100 Other

Enter Other Amount

**PAYMENT INFO**

Credit or Debit Card

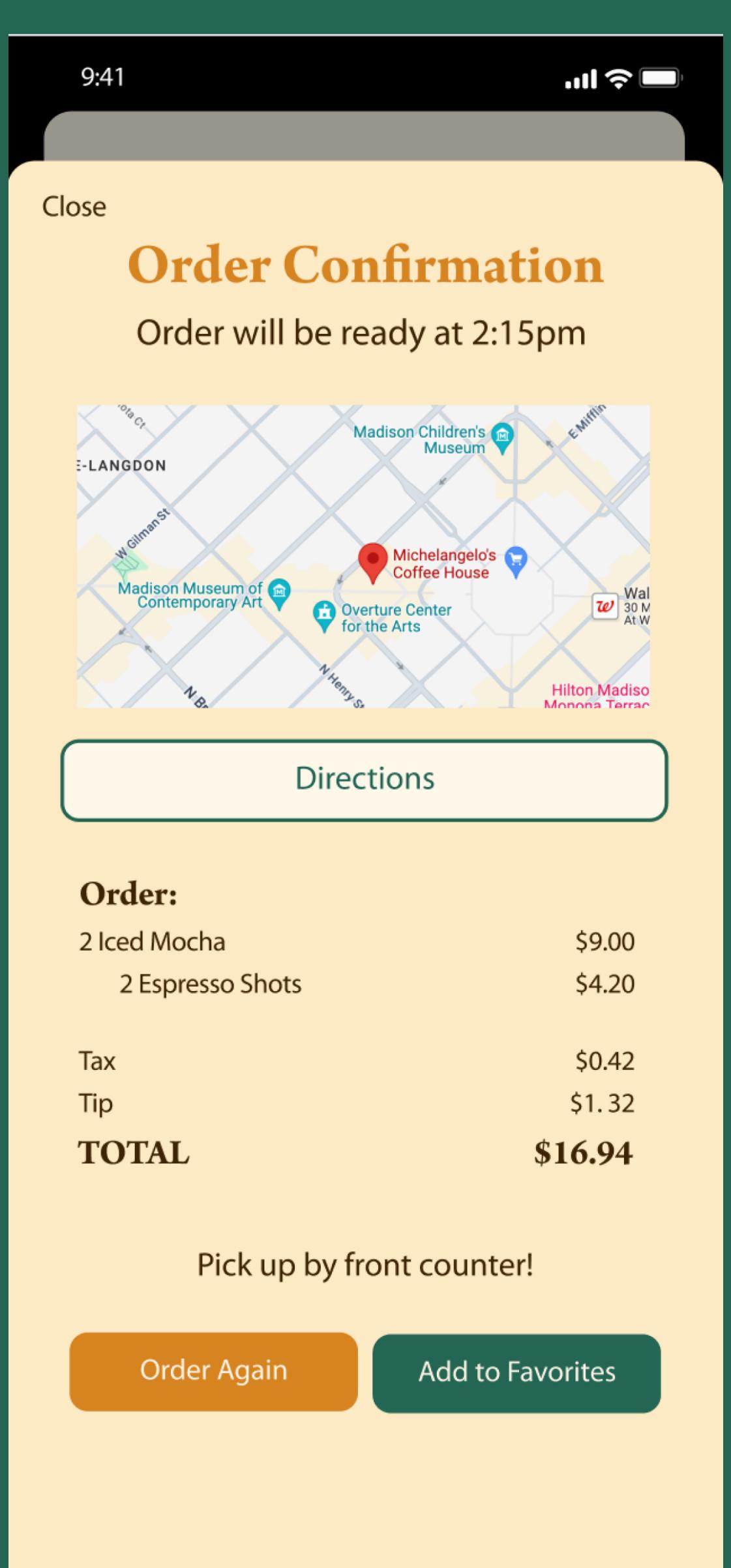
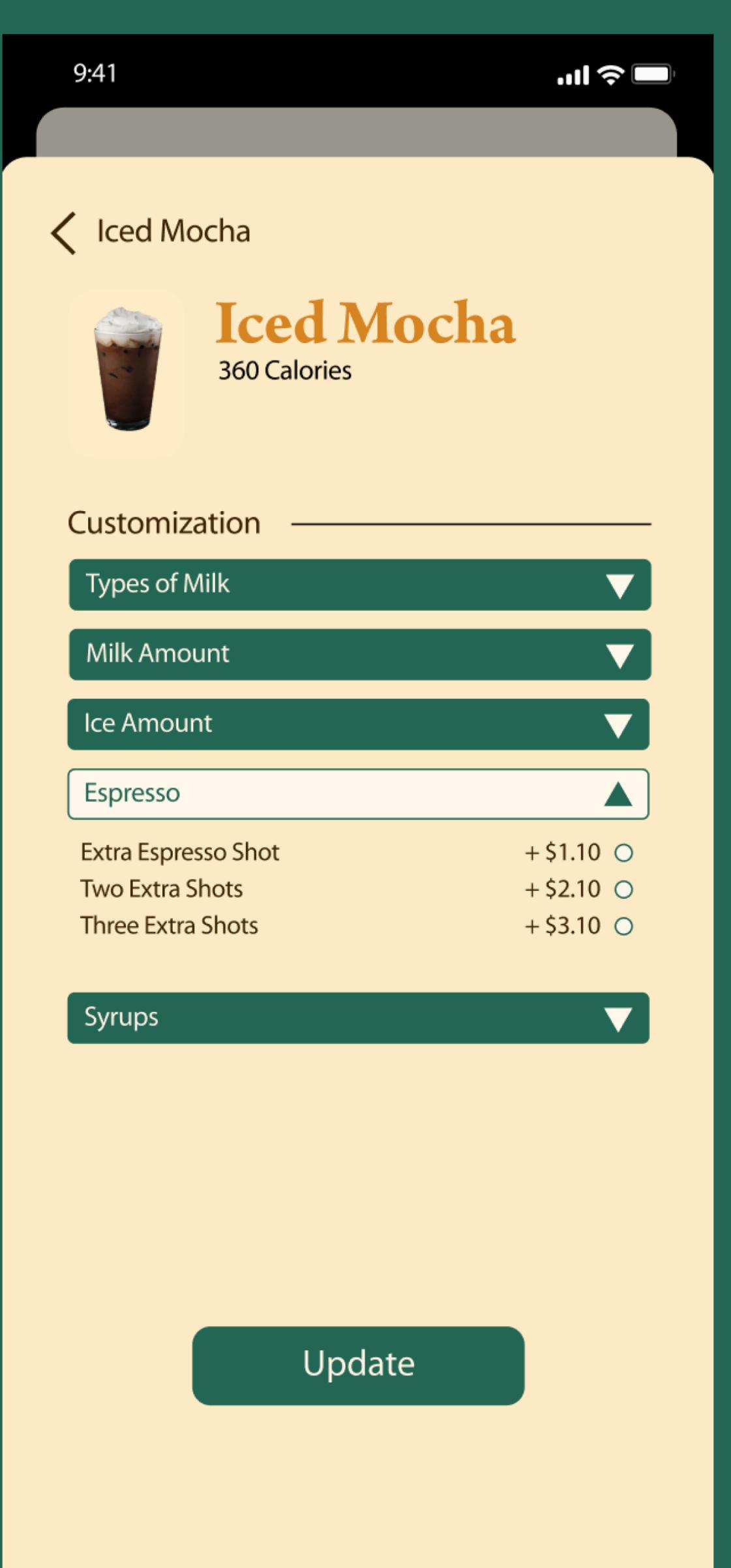
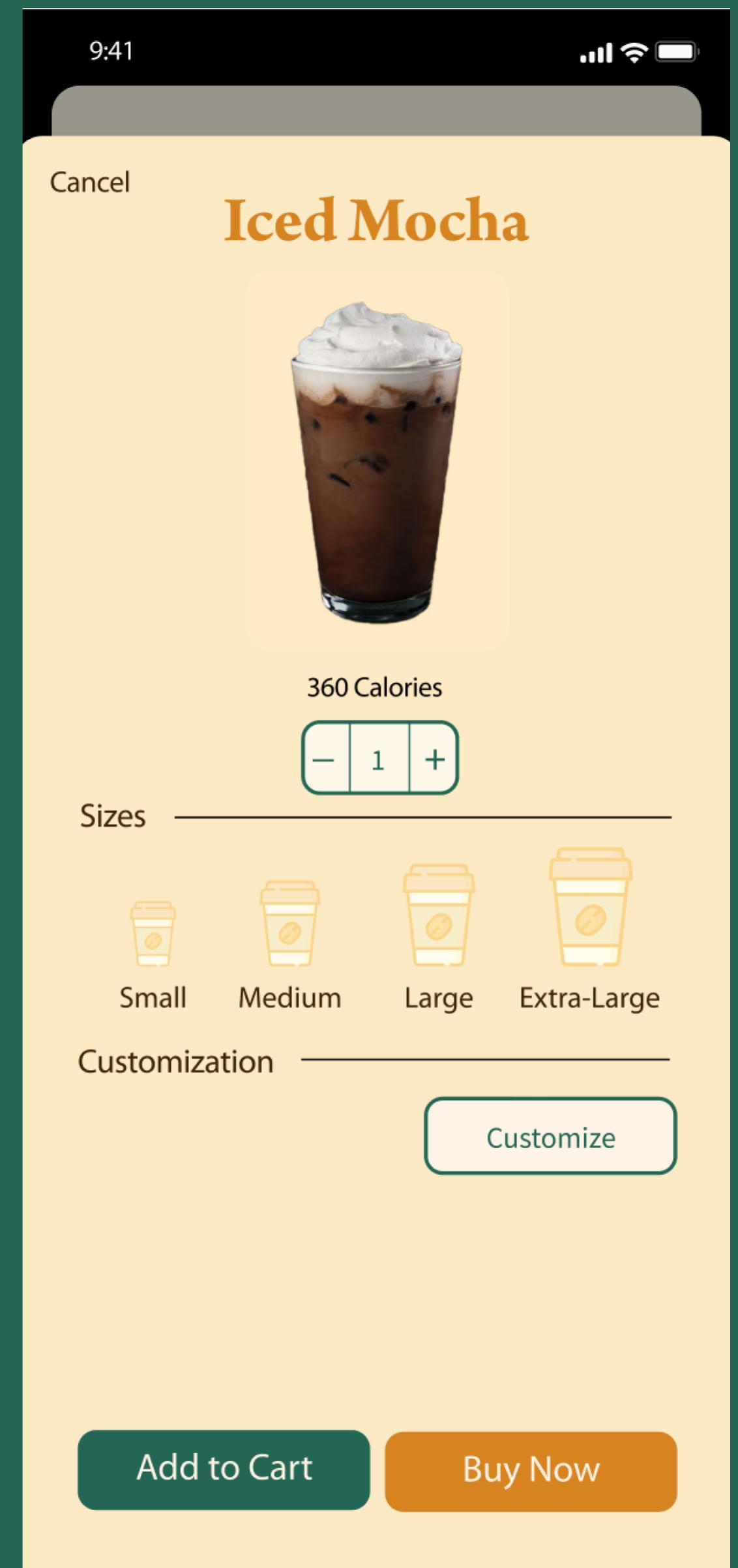
Card Number

Exp. Date CVV

**EMAIL ADDRESS**

Enter Email

Place Order



# REFLECTION

Throughout the design process our team recognized a few challenges regarding layers. We realized that we needed to properly name our layers in order to keep them organized and also to understand what was going on in each screen, especially if we weren't the one who worked on it. The hierarchy of the layers is also very important and something we learned throughout the process.

After completing our prototype we had the opportunity to do user testing in class, this opened our eyes to a few small issues and also allowed us to see how the app would be used by a customer. One thing we noted was the intention behind words, things like close vs. cancel when exiting a screen was not initially in our thought process, but the user brought up that pressing cancel felt like she was cancelling her order. We were able to go back through and rename some of our buttons with this awareness in mind.

A font issue that we ran into as a team was making sure everybody was consistent--which also meant that everyone needed to have the font downloaded on their devices. If it wasn't, those people weren't able to edit text boxes without replacing it with another font. But when replacing a font, it ruins the entire project by replacing every other box rather than just that selected box.