Scheduling App for a café

Yamini B

Project overview

The product:

Café chain ABC is bakery and café having branches all over the metropolitan cities of England. It strives to serve delicious snacks and a freshly brewed cup of coffee at inexpensive rates. Their target audience is commuters who want to grab a quick coffee as well as people who would like to spend some relaxation time at their café lounges.

Project duration:

June 2021 to July 2021.

Google

Project overview

The problem:

Working professionals do not have a lot of options to go to when they wish to have some time to relax. The options are usually expensive and have long waiting periods.

The goal:

Design an app which allows people to schedule their appointments at any branch of the café so that they can have a relaxing time at the café lounges while having an inexpensive but delicious cup of coffee with some snacks.

Project overview

My role:

UX designer, UX researcher for the app from concept to delivery.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who don't have time to schedule bookings.

This user group confirmed initial assumptions about ABC's customers, but research also revealed that time was not the only factor limiting users. Other user problems included obligations, financial constraints, interests, or challenges that make it difficult for the users to get ingredients or go to restaurants.

User research: pain points

1

Time

Working adults are too busy to spend time on meal prep

2

Accessibility

Platforms for ordering food are not equipped with assistive technologies

3

IA

Text-heavy menus in apps are often difficult to read and order from

Persona: **Andrew**

Problem statement:

Andrew is a busy working adult who needs easy access to ordering options because they have no time to cook for themselves.

"I am a student with a part-time job so it is important for me to save every penny as I live on a very tight budget"

Andrew

Age: 22
Education: Online college
Hometown: Guwahati, India
Family: Lives alone
Occupation: Part-time librarian

Goals
- To be able to devote more time to studies
- To have quick bites without interfering with his job
- Living without over spending

Frustrations
- "Offers aren't suggested at the right time"
- "When booking no description of the dishes is given"

Andrew is a student who works part-time at a library as a librarian. He is partially fluent in English which makes it difficult for him to use the current app as it is available only in English. He would like the app to give him the perfect suggestions for good offers, dishes with description, maybe some cashback.

User journey map

Mapping Andrew's user journey revealed how helpful it would be for users to have access to a dedicated app.

Persona: Andrew

Goal: Book an appointment at the café and enjoy the meal there

ACTION	Select an Outlet	Browse Options	Place Appointment	Complete Appointment	Enjoy the café experience
TASK LIST	A. Search the nearest branch of the café in the browser B. Select the branch	A. Choose number of people B. Browse online menu C. Select menu options	A. Choose method of making an appointment B. Choose to preorder items	A. Confirm appointment B. Give directions to café (incase of allergies etc.) C. Choose payment method	A. Drive to the nearest café branch B. Wait for the order C. Inspect items
FEELING ADJECTIVE	Excited to find the nearest branch is at a walkable distance from his workspace.	Disappointed with little description of the items. Annoyed at the amount of scrolling to see all the options available.	Dissatisfied that order items has to be recalled and said by him when booking through call.	Unconvinced that his sensitive information like card details will be safe if entered into the payment gateway.	Enjoy the break from work with friends and/or family. Destress and maintain the work-life balance.
IMPROVEMENT OPPORTUNITIES	Detect location feature so that a visually impaired user doesn't have to browse.	Include description with images for all items. Provide search filters. Include screen reader for better accessibility.	Generating to the café an Appointment ID once the customer has added items to their appointment.	Doing research and using payment gateways which are more trusted by most customers	Include a Loyalty program with more offers for returning customers.

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy scheduling process** to help users save time.
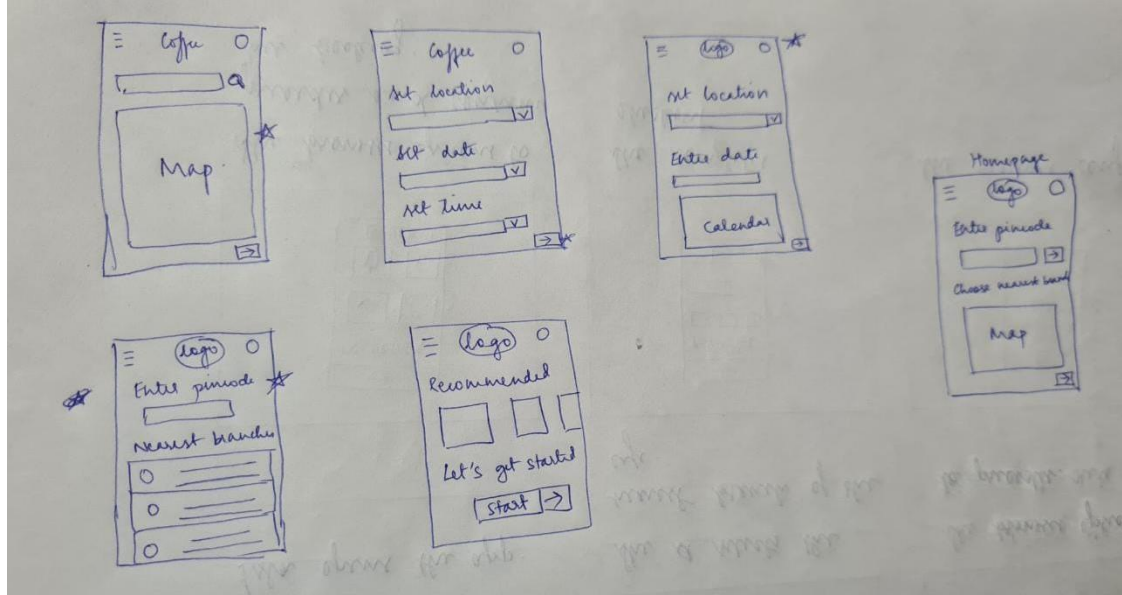
Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

This button at the top of the screen makes it fast and easy for users to schedule.

This button provides an easy option for users to confirm their schedule.

SCHEDULE

Enter Date:

Enter Time:

Make this a recurring booking?

Location Selected:

Edit Location

CONFIRM

Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

Easy access to navigation that's screen reader friendly.

CHECK OUT

Payment Method:

Payment Information:

Credit Card Number   XXXXXX

Cardholder Name   XXXXXX

Total   XXXXXX

CONFIRM
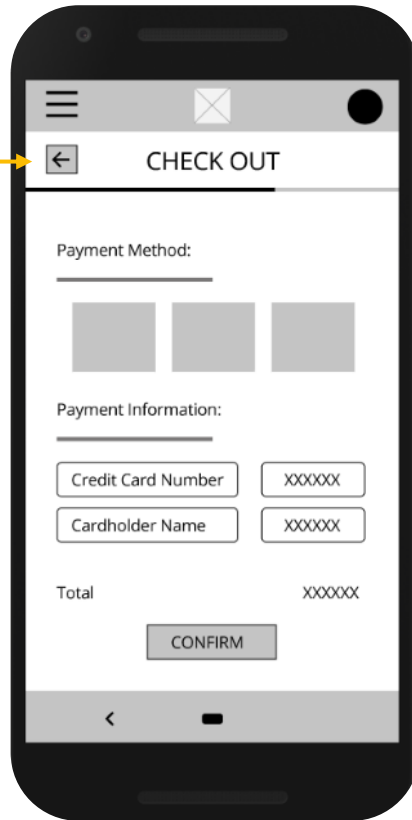
Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was scheduling a booking, so the prototype could be used in a usability study.
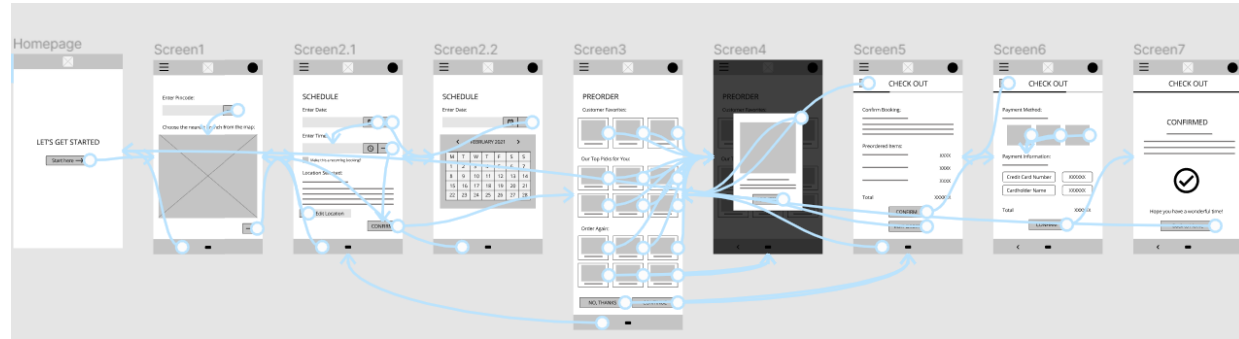
View the App:

low-fidelity prototype

Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

1. Users want to order quickly

2. Users want a recurring option while scheduling

Round 2 findings

1. The checkout process has too many unnecessary steps

2. Date and Time Picker functionalities are confusing
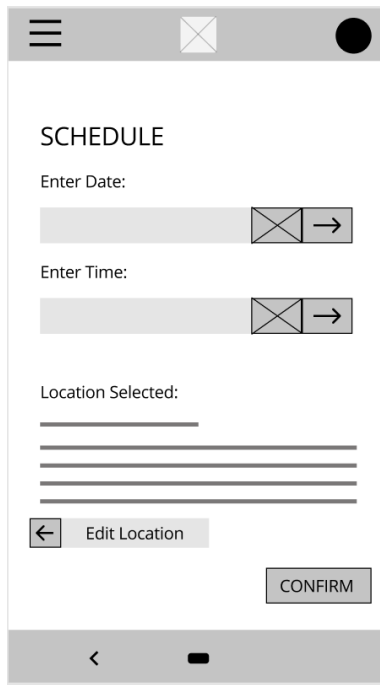
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Early designs did not allow
customers to schedule
recurring bookings,
but after the usability
studies, I added the feature.
I also revised the design, so
that the usage of the
buttons is more intuitive.

SCHEDULE

Enter Date:

→

Enter Time:

→

Location Selected:

← Edit Location

CONFIRM

SCHEDULE

Enter Date:

December 18, 2021

Enter Time:

5 : 00 PM

☑ Make this a recurring booking?

Location Selected:

coffeeM Tower of London

40 Trinity Square, London EC3N 4DJ, United Kingdom
Dine-in, Takeaway services available. No delivery
Open everyday 7am–4pm

Edit Location

CONFIRM

Mockups

The second usability study revealed frustration with the Time Picker. to streamline this flow, I changed it to a more intuitive roller style to pick time.

SCHEDULE

Enter Date:

December 18, 2021

Enter Time:

SCHEDULE

Enter Date:

December 18, 2021

Enter Time:

5 : 00 PM

2   57
3   58
4   59   AM
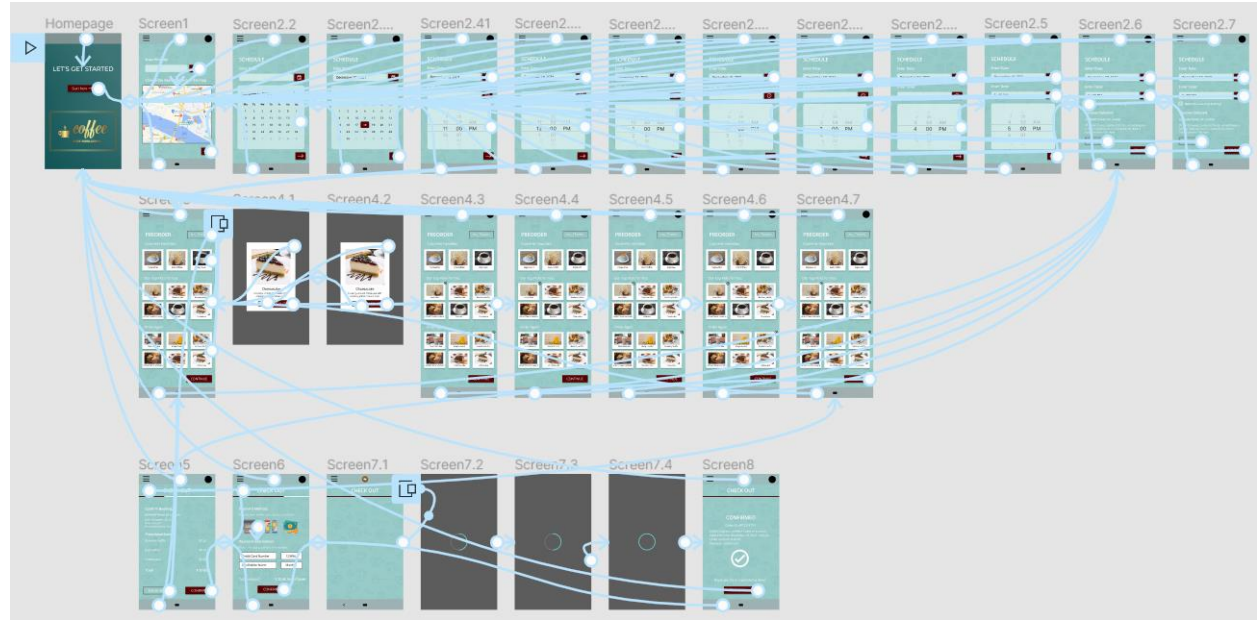5   00   PM
6   01
7   02
03

Mockups

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for scheduling a booking and checkout. It also met user needs for a simpler interface for scheduling.

View the App

[high-fidelity prototype](#)

Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used detailed imagery for food items and beverages to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app makes users feel like ABC really thinks about how to meet their needs.

One quote from peer feedback:

"The app made it so easy and simple to schedule my booking! I would definitely use this app as a go-to for scheduling my bookings whenever I crave a quick and delicious coffee."

What I learned:

While designing the Scheduling app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

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Let's connect!

Thank you for your time reviewing my work on this app! If you'd like to
see more or get in touch, my contact information is provided below.

Email: yamini.b@learner.manipal.edu
LinkedIn: https://www.linkedin.com/in/yamini-b-0bb2a0210

Thank you!