Team Build-A-Beer

Zachariah Albers

Jason DeBoer

Jason Herring

Chris Wozniak

Ideation: Our project overview

Build-A-Beer

- ❖ Create your own beer with our microbrew equipment
- ❖ We control the fermentation
- ❖ Deliver it in keg/bottle form for special events!

- ❖ **New Feature:** Ordering your brew online.

Investigation: Our user-research methods

Personas

❖ Used statistics to formulate two target audience personas: one for a beer connoisseur, one for a casual buyer

❖ Pro: Guided a number of design choices, including levels of customization and layout choices

❖ Pro: Placed an emphasis on having information and freedom

❖ Con: Didn't give us a lot of information for non-informed users (saw this during usability testing).

❖ Con: Didn't give us any human info or feedback.

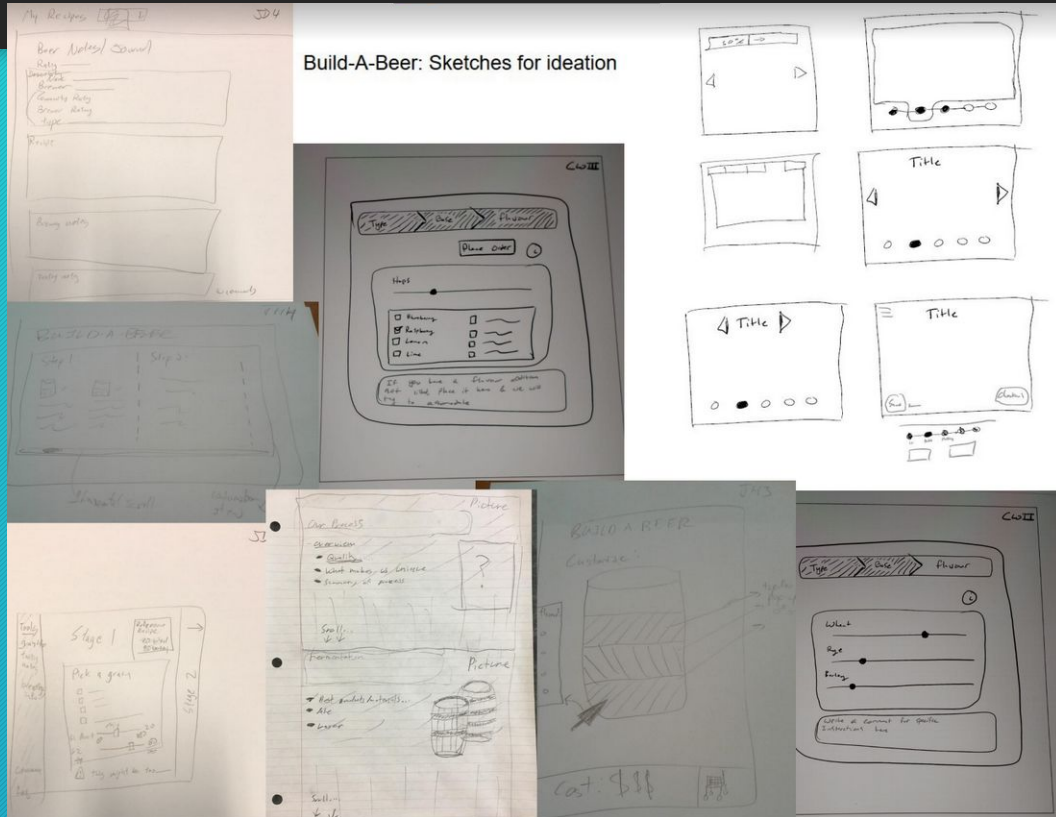❖ Overall: Our personas were a helpful insight, but its insights were limited

Persona Type	Marketing	
User/Customer Name	**Job Title/Functional Role**	**Customer/User segment**
Robert Atkins	Mechanical Engineering Manager	Connoisseur
Photo	**Key Demographic Details**	**Personality & Behavioral Characteristics**
	Age: 44 years	Has a tendency to micromanage people and situations.
	Gender: Male	May waffle on decisions that he is not familiar with.
	Family: Married, with 2 boys	Usually researches topics thoroughly, and is confident in his decisions once he has researched them.
	Education: Masters in Engineering	Has a wide range of interests that he researches for the sake of knowledge.
	Location: Calgary, AB	Is slightly introverted and has a few good friends. Many acquaintances through boys involvement in hockey.
	Income: $132,000	Comes off to others as a know it all.
	Organizational details: Works on upstream oil and gas projects	Slightly clueless to how others 'actually' perceive him.
	Employment: 15 years, 4 in current role.	
Representative Quote	**Pain Points**	**Drivers & Influencers**
"I want it done right, and these things are worth exploring and tweaking."	Finds he is always wanting more details and abilities to customize.	Wants to show his intellectual superiority.
		Enjoys the intricacies of brewing the flavours and how they interact. Likes to talk and explore options with others.

Investigation: Our user-research methods

Secondary research

- ❖ Discussed various areas surrounding the project that we required clarification on, then conducting research into these intricacies
- ❖ Pro: Helped us determine a workflow for navigating through the customization process
- ❖ Pro: Gave us information that would put us on the same level as those our personas represented
- ❖ Con: Again, didn't give us any human information or feedback.
- ❖ Overall: This method was vital in helping us craft our workflow, but would have benefitted from human input (doing research through an interview, for example).

Ideation: our sketches

Prototype: Our lo-fi prototype

Prototype: Our hi-fi prototype

How is it different?

- ❖ Areas of focus moved from layout and workflow in lo-fi prototype to navigation and presentation in hi-fi prototype
- ❖ Created style standard for our prototype: a yellow-brown colour palette and the Monteserrat font, a warm, open source and sans serif choice.
- ❖ We used Adobe XD

Prototype: Our hi-fi prototype
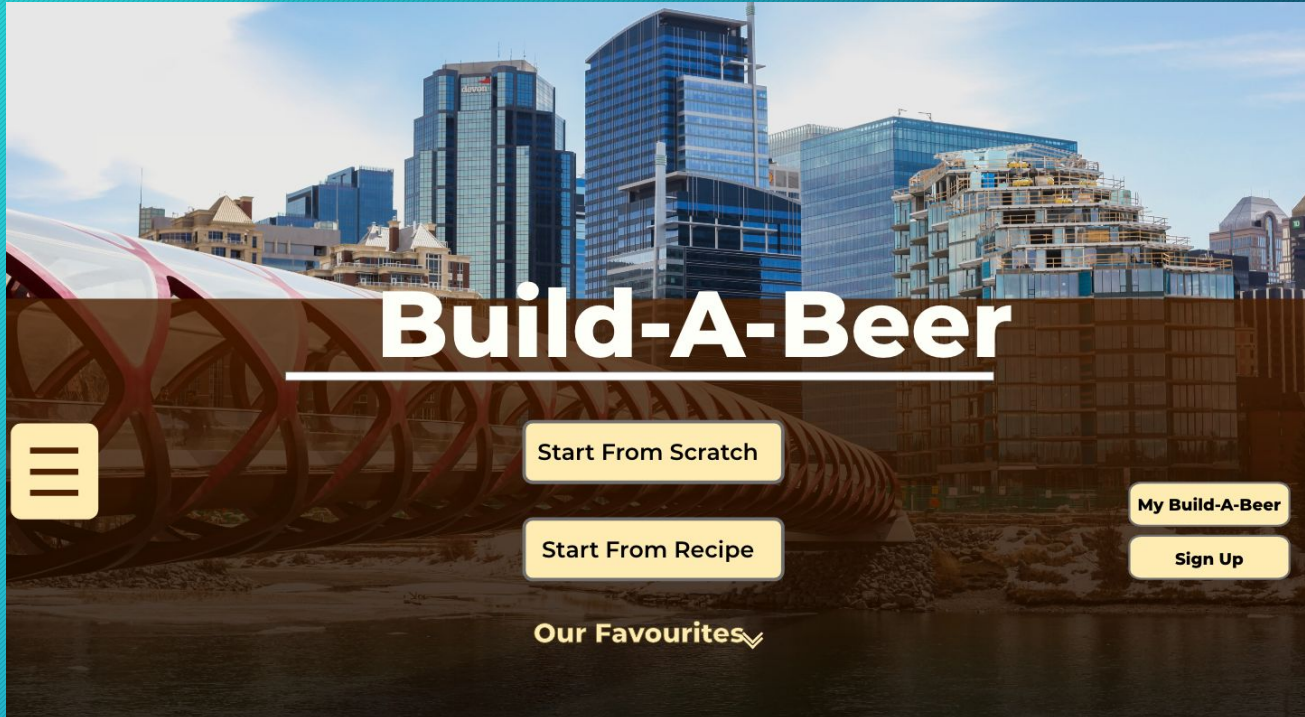
Prototype: Our hi-fi prototype
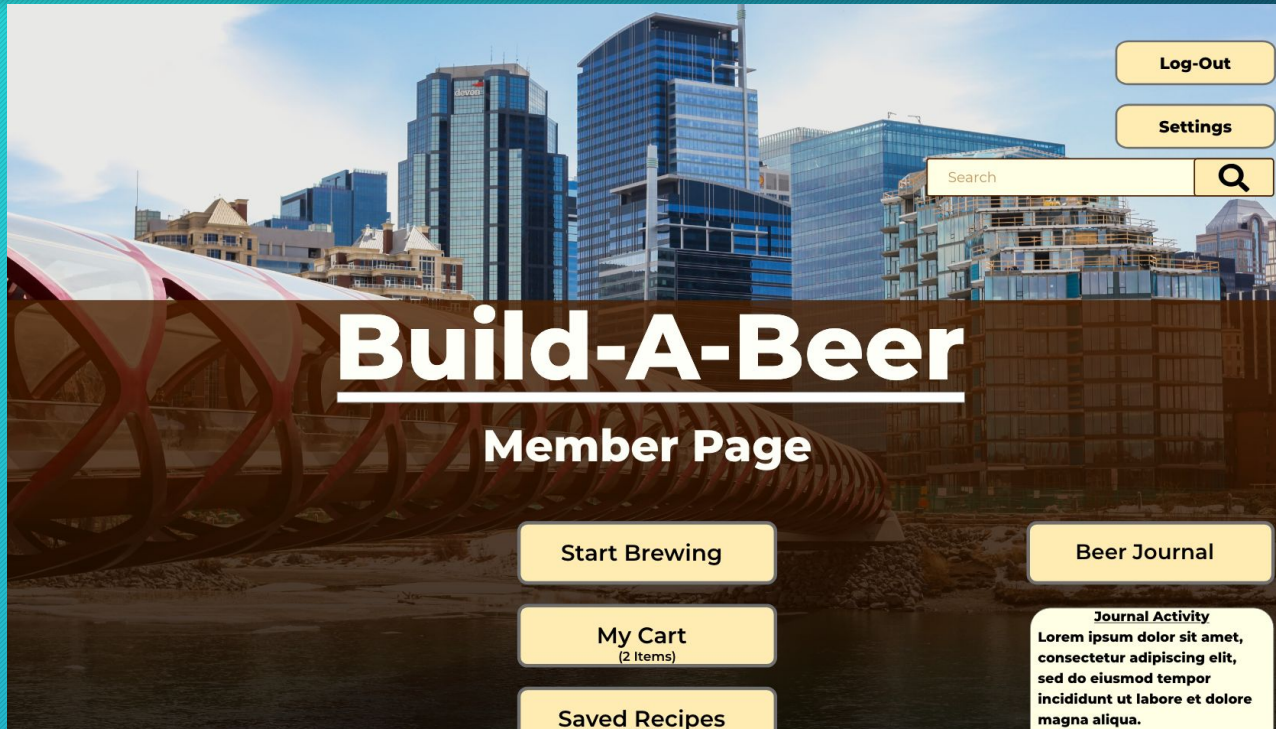
Prototype: Our hi-fi prototype

Prototype: Our hi-fi prototype
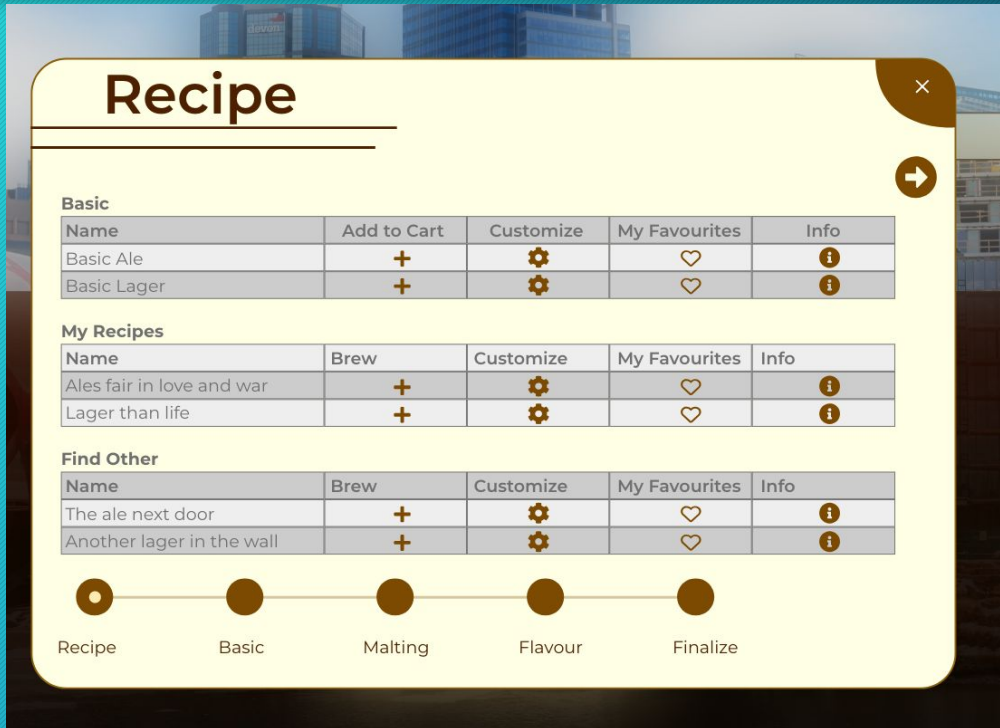
Prototype: Our hi-fi prototype
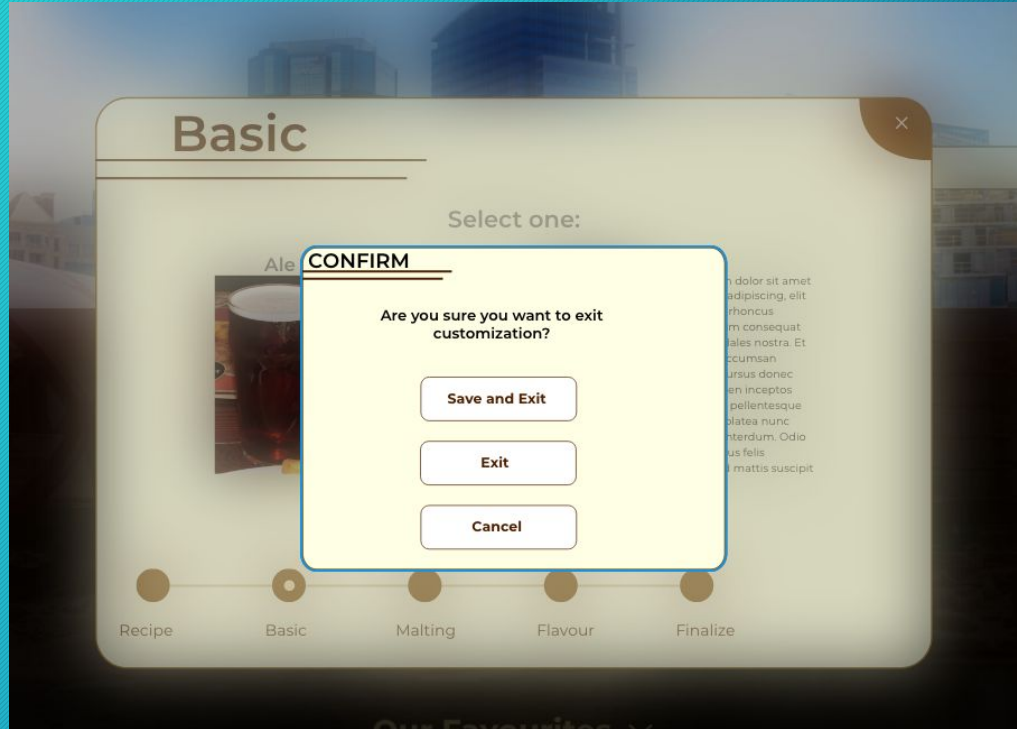
Evaluation: Heuristics

Positives

- ❖ Visibility of system status maintained throughout, with dialog showing sign-in status, location in customization process
- ❖ Match between system status and the real world represented by process similarity to real process, visual and iconographic matches
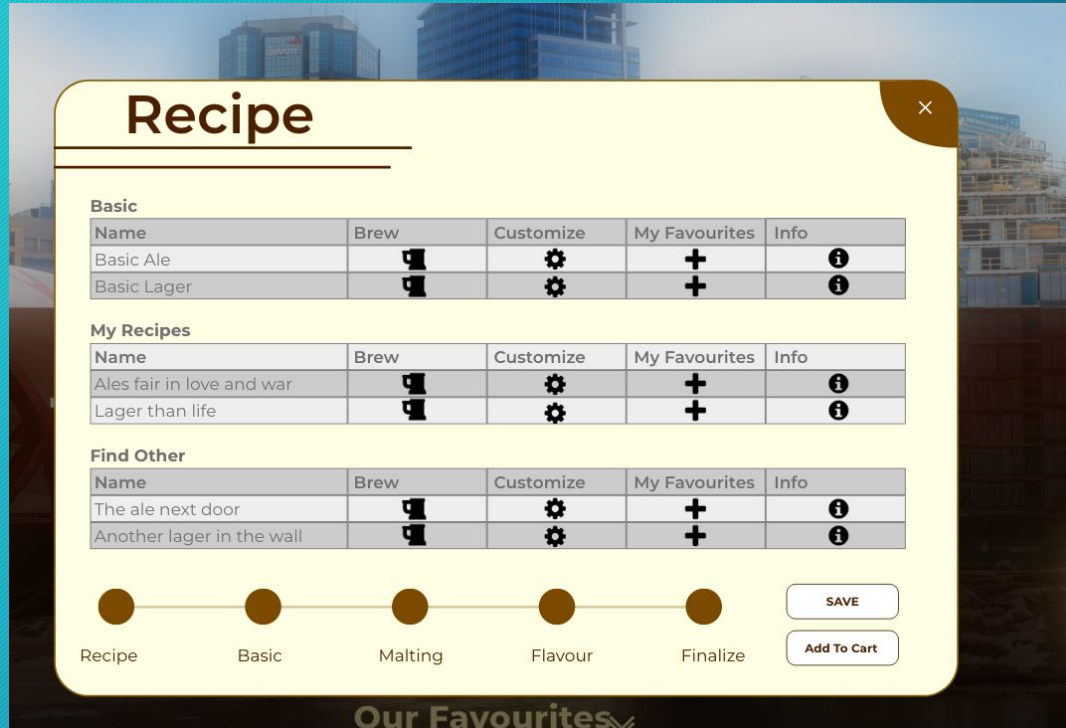- ❖ User control and freedom exemplified by allowing users to navigate throughout process and customize finished orders

Negatives

- ❖ Error recognition, recovery and prevention virtually non-existent, with users able to exit modals without warning
- ❖ Visibility of system status missing for shopping cart function
- ❖ Help and documentation present but links to Frequently Asked Questions page tough for users to locate and use

Evaluation: Usability testing

Process

- ❖ Each member of our team conducted one usability test using a set of predetermined tasks.
- ❖ We provided minimal input to users conducting testing, only providing help when necessary

Findings

- ❖ Logging-in to the platform was confusing for users due to workflow oversights
- ❖ Users were asked to find the FAQ, but had trouble navigating to it. Users also commented that text size was too small in the FAQ
- ❖ Users were confused by the navigation within the beer-customization process, citing the expectation of arrows between steps (also mentioned in class)
- ❖ Users were confused about the difference between the 'customize' and 'brew' buttons on the recipe page, expecting the 'brew' button to lead them to the shopping cart.
- ❖ Users requested more confirmation dialogs.

Demo

Evaluation: Future considerations

After conducting revisions on our hi-fi prototype, we identified a number of recommendations for the next iteration of the design:

- ❖ An implementation of a user forum in order to let users discuss beer recipes as well as foster a community
- ❖ A walkthrough of the beer-building process for users who wish to have more guidance for using the website
- ❖ Combing over of entire prototype for style and consistency
- ❖ Further usability testing and heuristic evaluations are necessary to find more design problems within existing design and new components.

Takeaways and conclusion

❖ Our final prototype is much better than our early ideations, but it would be foolish to believe that this iteration of design is production-ready. A few more iterations at minimum would be needed before moving to coding

❖ The 'user' component of 'user-centred design' is valuable. Our best feedback came during usability testing, when we were able to have users unfamiliar with our design make an evaluation

❖ While our investigation phase and user research was valuable, having at least one research method that emphasized human interaction would have been helpful

Questions?