Coffee house ordering app

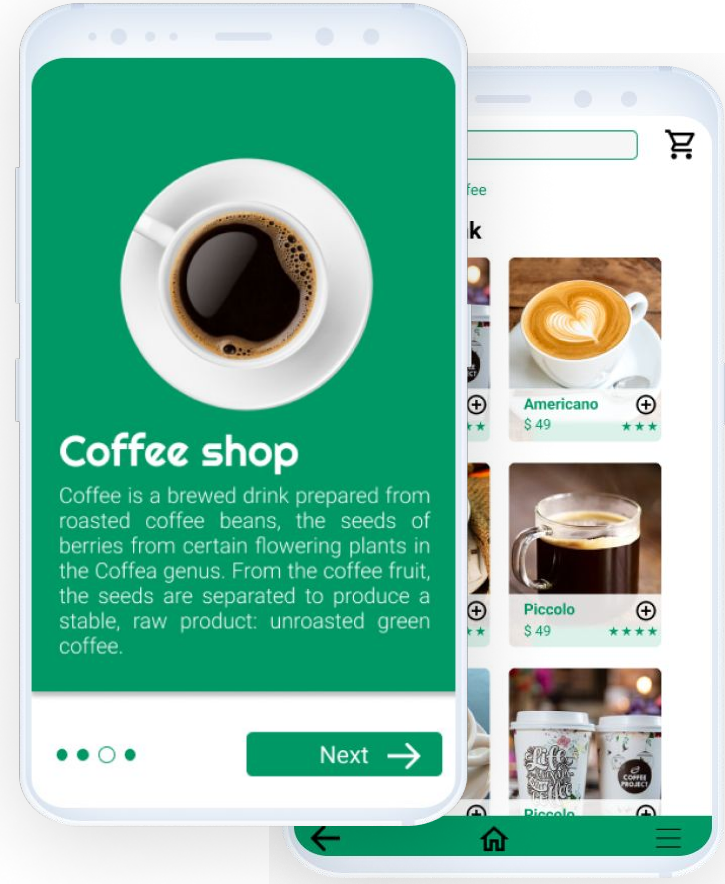Anjum I Shaikh

Project overview

The product:

Ayesha Coffee house is a regional coffee brewer located in middle of pune area. Coffee house strives to deliver fresh grounded coffee.they offer wide variety of coffee's. They customer corporate and teacher who lack time or ability to prepare coffee.

Project duration:

April 2021 to january 2022

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Project overview

The problem:

Corporate workers & teachers lack time during lunch hours to pickup coffee

The goal:

Design an app for ayesha's coffee houses that allows users to easily order and pickup fresh grounded coffee

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Project overview

My role:

UX designer designing an app for ayesha's coffee house from conception to delivery

Responsibilities:

Designing prototypes, preparing paper and digital wireframes, conducting usability studies, incorporating accessibility, and iterating on designs

Understanding the user

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

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User research: summary

The main user groups identified with research were working corporate workers who do not have time to make their own coffee. I created empathy maps to identify their needs. The primary user groups were corporate workers who are not in the habit of making their own coffee.

In addition to confirming initial assumptions about coffee houses, it was also shown that time was not the only obstacle that prevents users from brewing coffee at home. Experts also discovered that getting coffee beans for making coffee was another problem.

User research: pain points

1

Time

Corporate officials and teachers are too busy to go and pick up there order from the coffee house shop

2

UI

Fonts size very small not readable by eldearly customers

3

colors

Colors too light making it difficult to make out the workflow process

4

Payment

Some users found it difficult to complete the payment process

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Persona: **Ayesha**

Problem statement:

Ayesha is busy maths teacher and a mom who loves fresh brewed coffee because no time to brew her coffee.

Ayesha

Age: 38
Education: MSC MATHS
Hometown: Pune, India
Family: Married
Occupation: Teacher

"I have a very busy and active routine, i dont have spare time to enjoy my coffee in the afternoon"

Goals
- Make Maths easy for childrens to learn
- Make it easy for childrens to share there worksheet

Frustrations
- font size very small unable to read
- love to make coffee but can't due to busy life

Ayesha is a teacher with a very busy schedule, she works as a Maths teacher in a renowned school , and plays tennis when she gets time from her busy schedule.ayesha has a visual impairment for which she uses text to speech. these technologies makes it easier for ayesha to order coffee online. not all platforms works correctly, ayesha would like for there to be an easier way to read and navigate through the app.

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User journey map

By analyzing ayesha's user journey, we found that it would be valuable for users to have a dedicated coffee house app

Persona: Ayesha

Goal: Easy way quick way to order coffee during break time

ACTION	Select Coffee Shop	Browse Cofee Menu	Place Order	Complete order	Pick up order
TASK LIST	Tasks A. Decide on coffee type B. searching coffee shops nearby C. choose coffee shop	Tasks A. browse online menu B. choose coffee from menu	Tasks A. find Phone number B. call coffee shop C.place order	Tasks A. confirm order B. give payment details C.get directions to coffee shop	Tasks A. ride to coffee shop B. pick up coffee C.check coffee cups for spills E.ride back to school F.drink coffee
FEELING ADJECTIVE	Too many option of coffee shop to choose from feeling confusing	Too much text , having a lot to read, Some images for visual	Not satisfied with scrolling to find contact details. Issues with having to remember order	Felt unsafe providing payment details out loud Tired to ride and reach back to school	Happy to drink refreshing coffee during break

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Starting the design

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

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Paper wireframes

By carefully outlining the app's screens on paper, it was possible to ensure the elements that made it to a digital wireframe addressed user pain points. For the menu screen, I instead used the home page to save time.
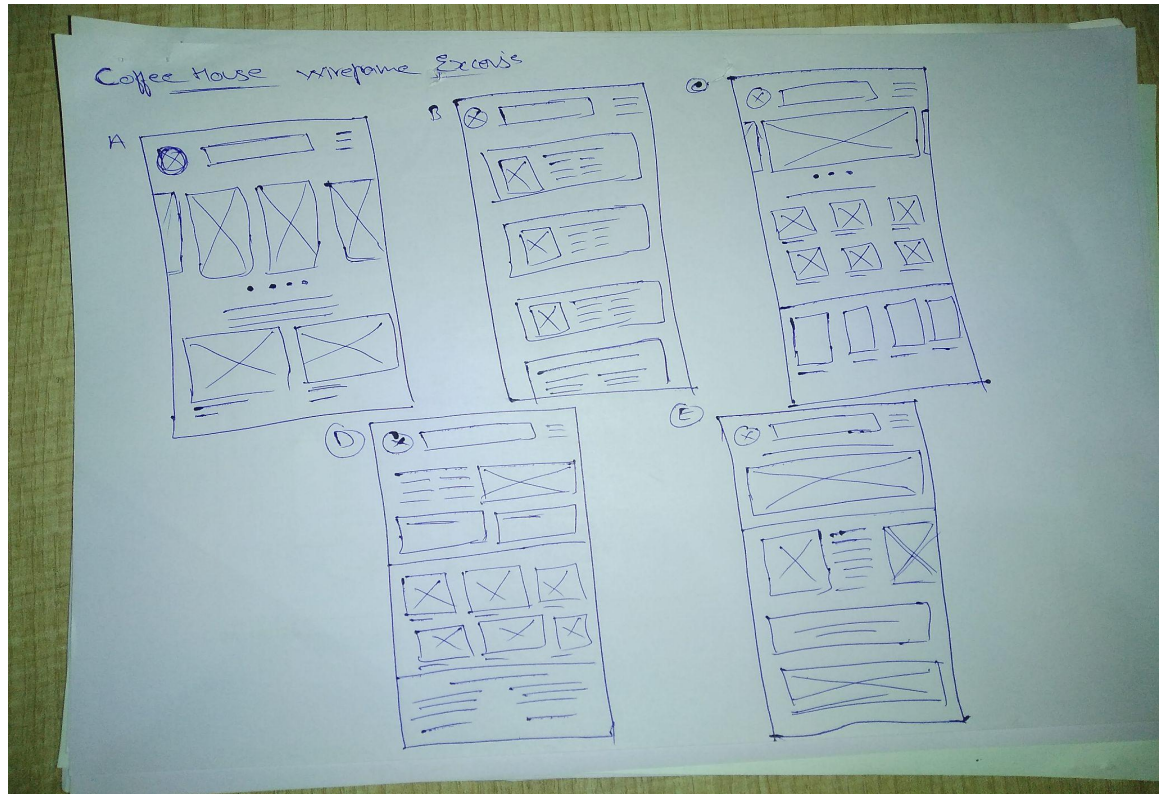
Digital wireframes

I based the screen designs of the application on feedback and findings from the initial design phase.

Menu visual were big enough so that user can easy browse easly
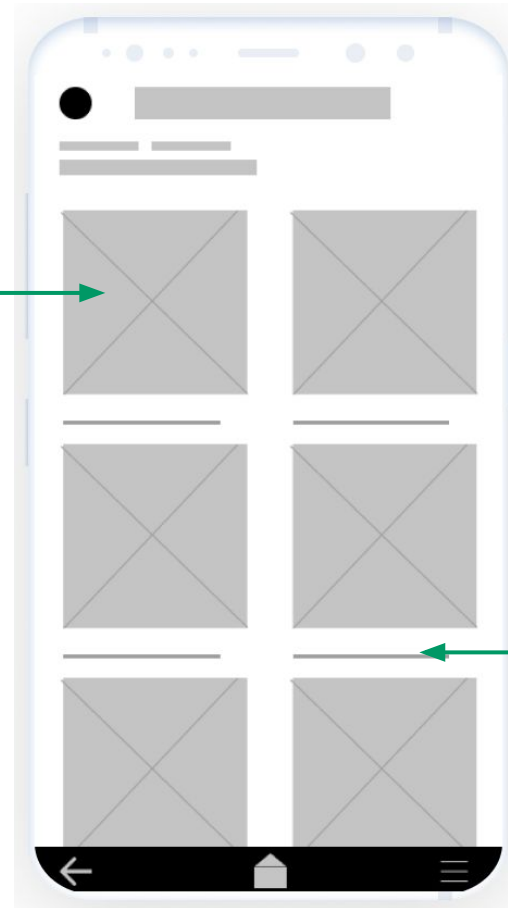
Easy to view rating

Digital wireframes

Clutter free profile screen
Were user can edit and
update there details. User
can also logout from this
screen

Profile

Appealing
Centred profile
image

Loud and clear
user name /
email id

Update button
Easy to update
profile detail

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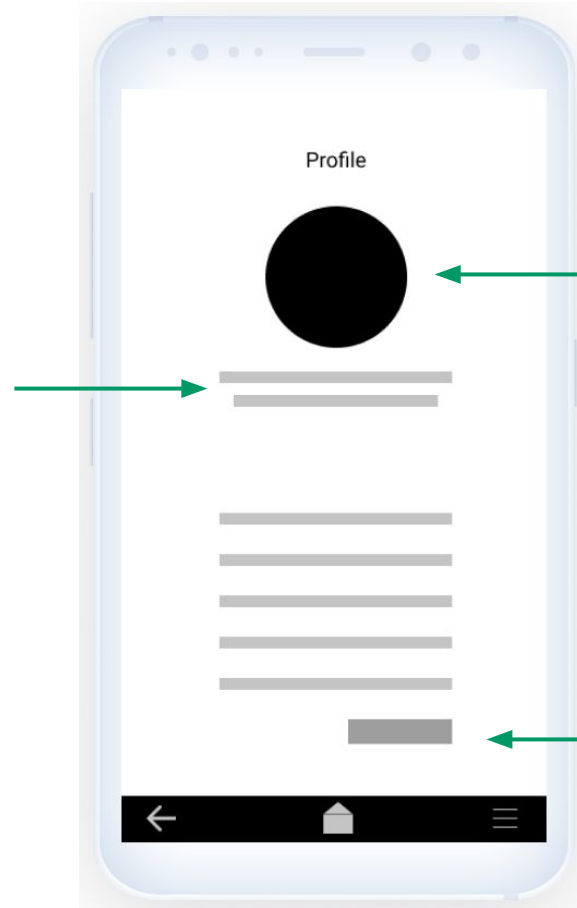
Low-fidelity prototype

So that the low-fidelity prototype can be used in a usability study with users, it should be able to interface with the primary flow from building the coffee to ordering it.

View coffee house app

Low-fi prototype

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Usability study: findings

I conducted two rounds of usability studies. I used the first findings to guide me as I created the wireframe to mockup. The second study is based on a high fidelity prototype and shows what needs to be enhanced.

Round 1 findings

1. Participant think's that it is easy to log in but she prefer to navigate on the app without log in

2. User wants suggestion of products

3. User was not able to find cart screen

Round 2 findings

1. Check out process is easy

2. User can't find place order

3. User wants to navigate the app without login in

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

I added more coffee choices
My early designs offered
some customization, but
after the usability studies, I
added more options.
Additionally, I modified the
design so that all the
customization options
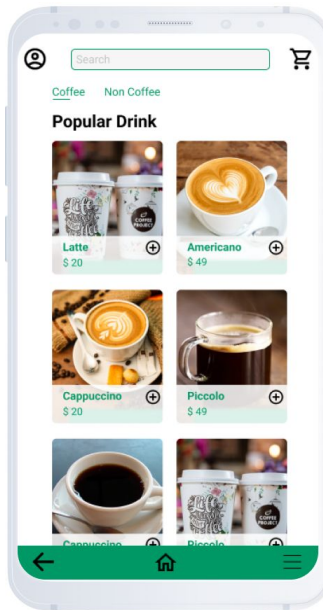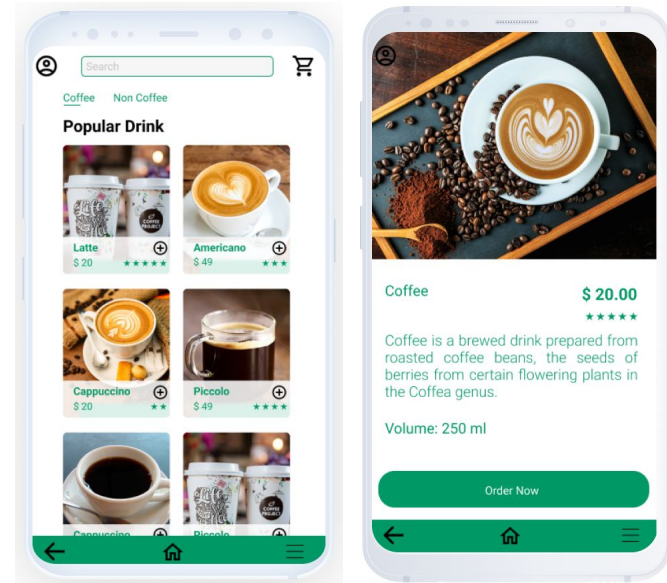become visible as soon as
the user lands on the page

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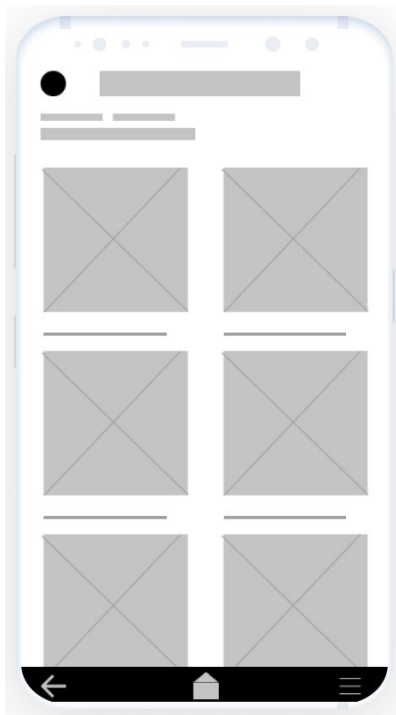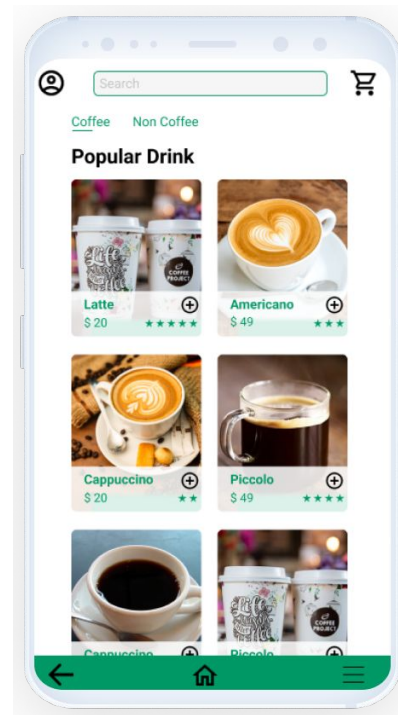
Mockups

As part of the second usability study, we encountered confusion. Users were confused in making a choice. I consolidated the product description screen and then ended up adding star rating on the home screen and product description screen making it easier for users to choose and order.
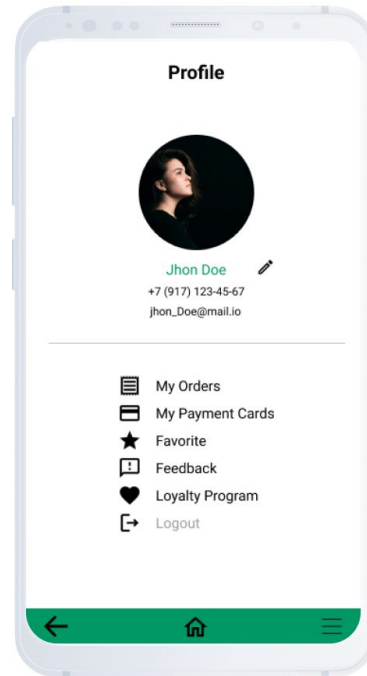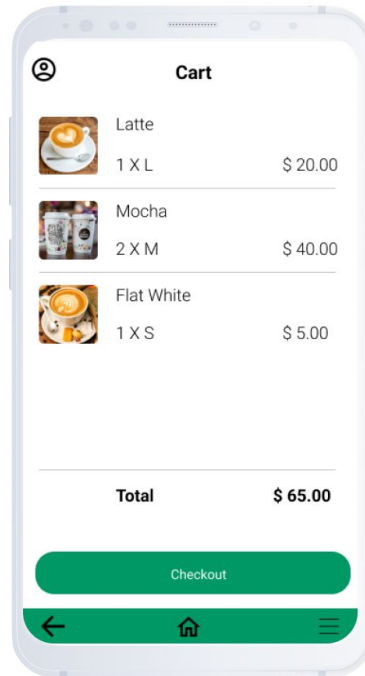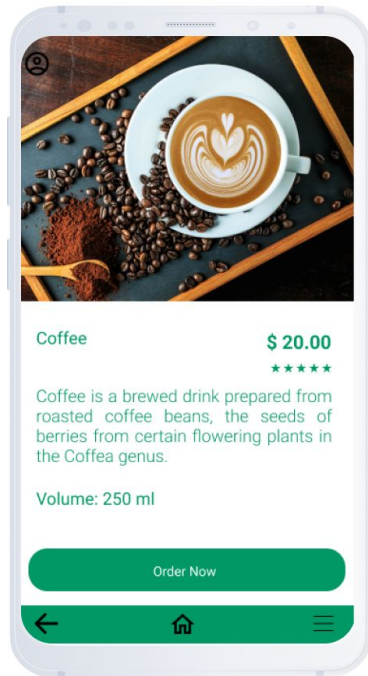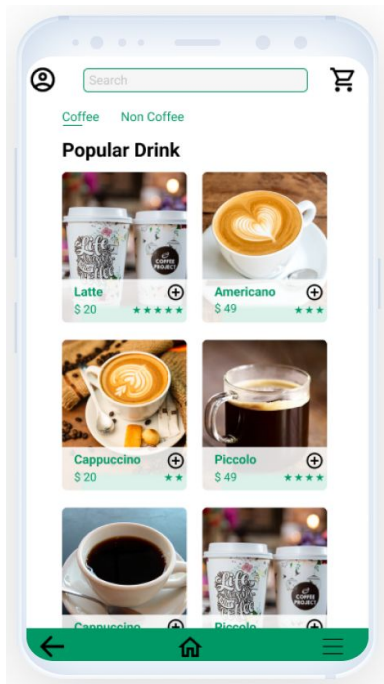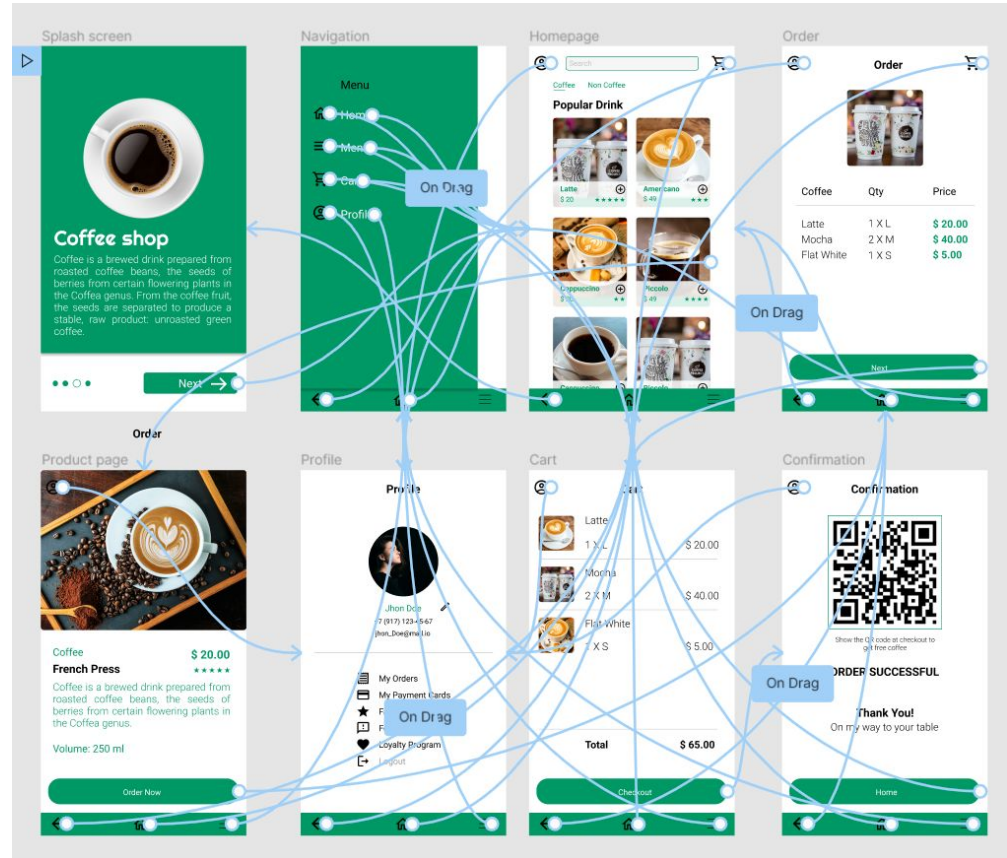
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Key Mockups

High-fidelity prototype

In its final high fidelity prototype, the working coffee brewing app presented cleaner user flows. It also met the user's demands for delivery options as well as provided new suggestions for new user

Accessibility considerations

1

Accessibility for people with vision impairments was increased through the use of bold and bright colors and large buttons in the design

2

Navigation was simplified by using icons

3

In order to make it clear to the users what they are ordering, high-quality images of coffee are used

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

In the app, users are made to feel that coffee houses truly care about providing excellent customer service

Feedback from peer

"I am glad that I don't need to log in before browsing through the app"

What I learned:

During the process of designing the coffee house, I learned that the first ideas are only the beginning. Each iteration of the app features was influenced by usability studies and peer feedback

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Next steps

1

Ensure that the pain point areas have been addressed by conducting another round of usability studies

2

If any icons or images need to be modified, conduct a second round of review

3

Research new areas of need to determine any new areas of concern

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Let's connect!

It was a pleasure having you review my coffee house app. We have provided details below for you if you would like to know more or to reach out.

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