

Coffee Café Ordering App

Katlyn M

6.1.22

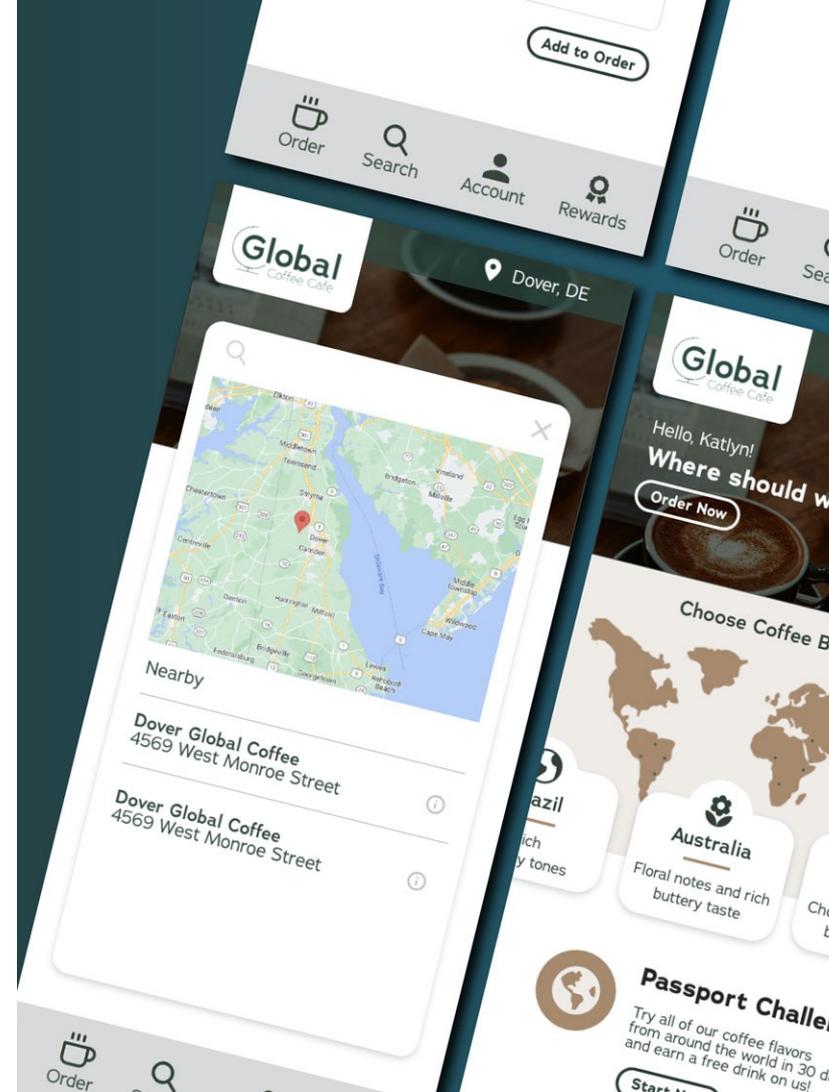
Project overview



The product: Global Coffee Cafe sought to build innovation and customer convenience with a mobile ordering app while still maintaining a personal, small-town, company feel. Many large competitors had the resources to build mobile booking apps at the risk of being impersonal and hard to navigate.



Project duration: 3 Months



Project overview



The problem:

Café Customers needed a convenient way to order coffee to save time and support local businesses.



The goal:

Our mobile ordering app will let local customers place orders in advance which will affect users who have a busy schedule by letting customers skip lines and order online. We will measure effectiveness by tracking order quantities and repeat orders through the app.

Project overview



My role:

Lead UX Designer



Responsibilities:

User research, wireframing, prototyping

Understanding the user

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

User research: summary



User research including capturing the current customer base and observing a diverse group of people. We assumed customers between the ages of 25-55 would be the most inclined to adapt a new ordering system for convenience and in some case accessibility.

User research: pain points

1

Long Lines

Long lines during key pickup hours cause young professionals to be late for work

2

Hard to Read Menus

Hard to read menus that causes stress and unexpected orders

3

Hard to Navigate Technology

Technology that is confusing and hard to navigate is stressful

4

Incomplete orders

Orders that are incomplete after pickup is frustrating.

Persona: Angel Alania



"I'm moving up the corporate ladder one step at a time."

Angel Alania

- Age: 28
- Education: BA
- Hometown: Grand Rapids, Michigan
- Family: 1 cat
- Occupation Marketing professional for a corporate company

Goals

- Increased responsibilities and respect in the workplace
- Finding affirmation as a young professional
- Paying off student loans

Frustrations

- "Excessive expenses without cause can be frustrating"
- "I hate being forced to dine in subpar places than my colleagues"
- "I hate waiting in line with unexpected lines."

Angel is seeking to make mature decisions as a young professional. The days of fraternities and late nights are over while Angel seeks to pay off student loans and grow in the corporate world. It can be frustrating to not live like other colleagues that lunch at expensive places, but Angel enjoys a good hidden gem and appreciates the local places.

Persona: Roan Wilkinson



"Inspiration is always around if you are patient enough to look for it."

Roan Wilkinson

- Age: 56
- Education: Masters, English
- Hometown: Pittsburg, Pennsylvania
- Family: Partner
- Occupation: Freelance Writer

Goals

- Enjoy a flexible work schedule without being tied to a cubical space
- To create inspirational content that provokes thought
- Maintaining a simpler life

Frustrations

- "It's difficult to find the right atmosphere for writing without a lot of noise."
- "I hate to feel rushed with impersonal relationships"
- "Technology that is hard to navigate is frustrating."

Roan is an accomplished writer who seeks a simpler life that the rush of corporate world. Finding inspiration in social environments, Roan enjoys observing the world and creating relatable content. Calm spaces that accommodate Roan's flexible schedule allows for deep connections and a sense of belonging.

Goal: working remotely in an inspirational space with easy ordering

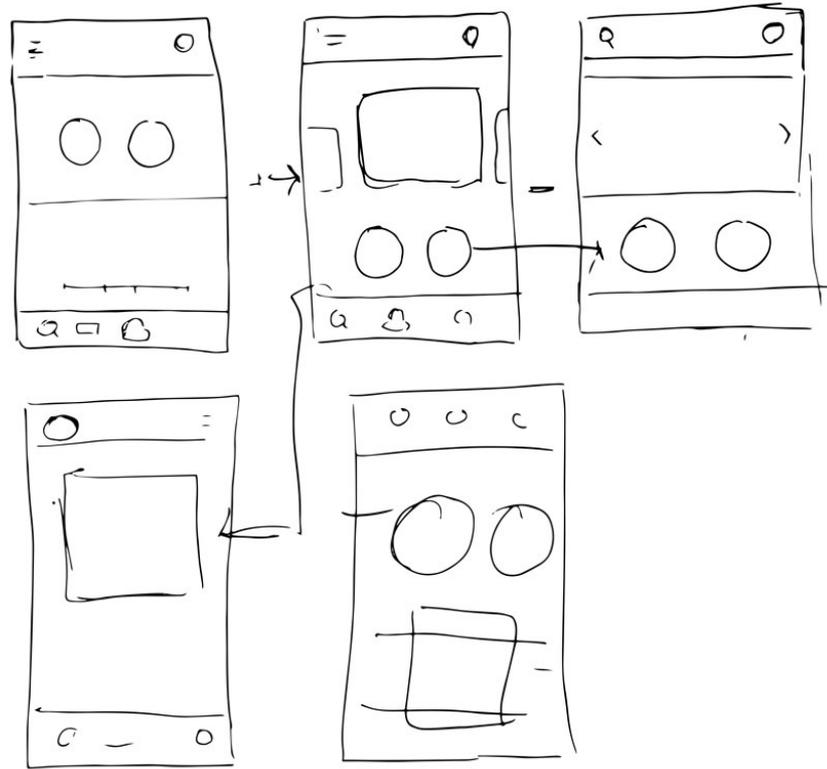
ACTION	Decide where to work and eat for the day	Travel to the cafe	Find an accessible table	Order coffee and food	Eat and work
<p>TASK LIST</p>	<p>Tasks</p> <ul style="list-style-type: none"> A. Pack up personal items B. Research daily specials C. Hail a cab D. Review schedule for the day 	<p>Tasks</p> <ul style="list-style-type: none"> A. Take a cab B. Travel to the café C. Pay for cab D. Walk inside 	<p>Tasks</p> <ul style="list-style-type: none"> A. Claim a quiet table B. Connect to the power source C. Put in earbuds D. Order a coffee 	<p>Tasks</p> <ul style="list-style-type: none"> A. Get in line B. Order food C. Pay D. Return to table 	<p>Tasks</p> <ul style="list-style-type: none"> A. Eat B. Work C. Throw away trash
<p>FEELING ADJECTIVE</p>	<p>User emotions</p> <ul style="list-style-type: none"> • Undecisive • Cautious 	<p>User emotions</p> <ul style="list-style-type: none"> • Anxious • Hopeful 	<p>User emotions</p> <ul style="list-style-type: none"> • Relaxed • Assured 	<p>User emotions</p> <ul style="list-style-type: none"> • Rushed • uncertain 	<p>User emotions</p> <ul style="list-style-type: none"> • Relaxed • Content
<p>IMPROVEMENT OPPORTUNITIES</p>	<p>Area to improve</p> <ul style="list-style-type: none"> • Planning ahead of time • Ensuring space availability 	<p>Area to improve</p> <ul style="list-style-type: none"> • Knowing how busy the café is before traveling • Easy cab drop off in front of the cafe 	<p>Area to improve</p> <ul style="list-style-type: none"> • Space availability • Quiet Corners 	<p>Area to improve</p> <ul style="list-style-type: none"> • From the table ordering • Food delivery • Visible menu items 	<p>Area to improve</p> <ul style="list-style-type: none"> • Clear menus for reading before entering a line for those with vision disabilities • Cold food being cold and hot food staying hot • Understood ordering process to reduce anxiety

Starting the design

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

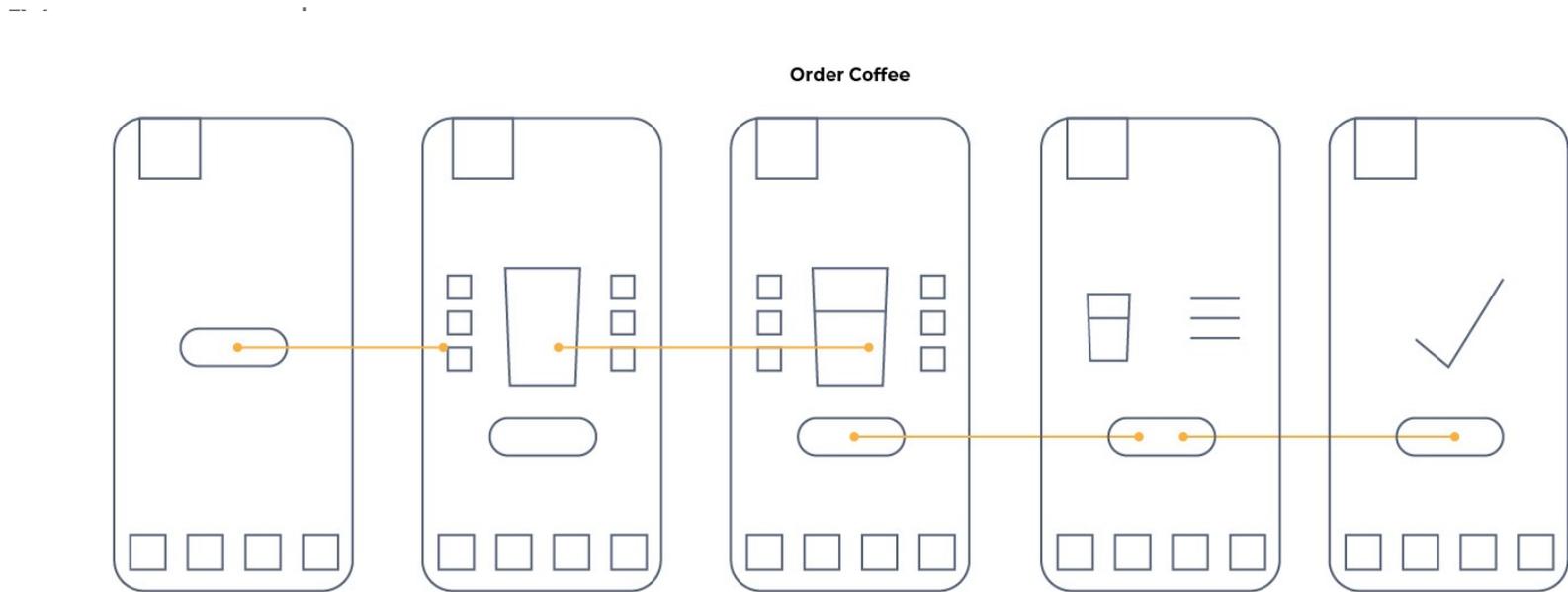
Paper wireframes

Initial wireframes were created as rough sketches



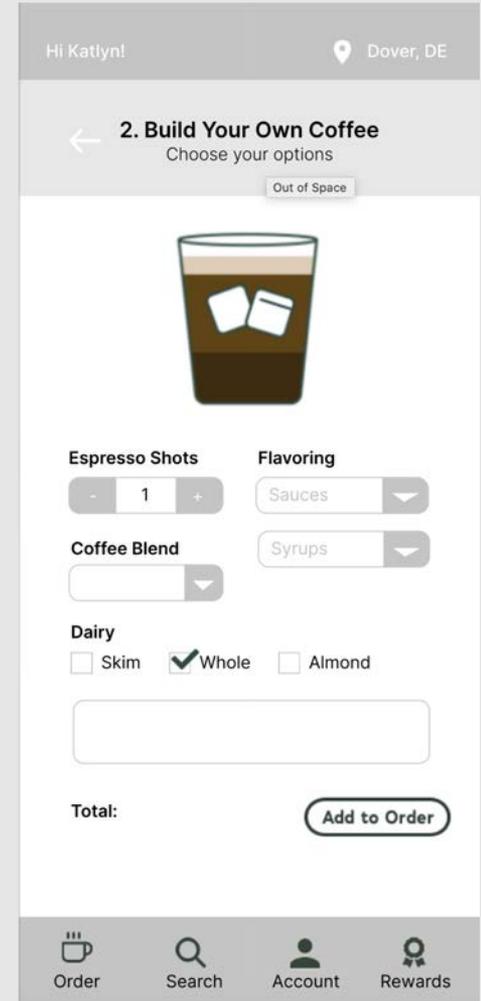
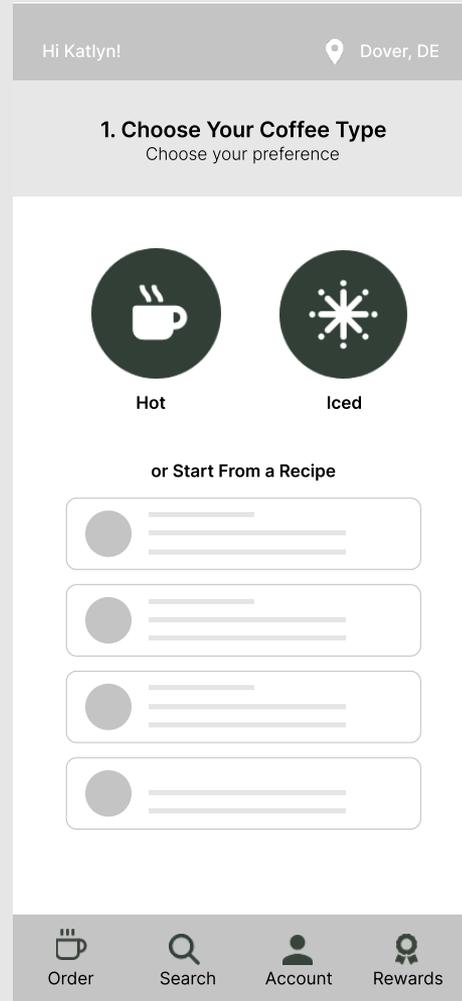
Digital wireframes

A straightforward process would guide the user to create a custom drink option



Low-fidelity prototype

Initial mockups show small buttons and hard to click boxes to select dairy options



Usability study: findings

Two rounds of usability studies featured five participants each. The first round took place using lo-fi prototypes and the second after high-fi

Round 1 findings

- 1 Users need more options and cues to order
- 2 The editing cart and drink capabilities be further defined.
- 3 Users need more options and cues for allergy information

Round 2 findings

- 1 Users need further editing time capabilities
- 2 Recipe options need to be featured in more places
- 3 Users need more options and cues for allergy information

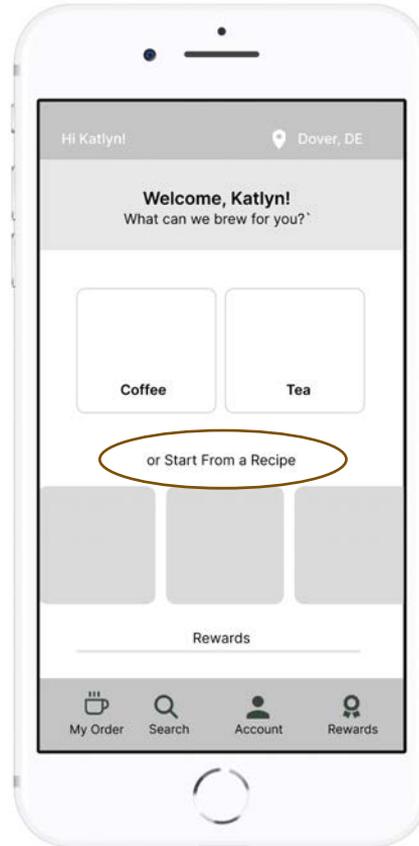
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

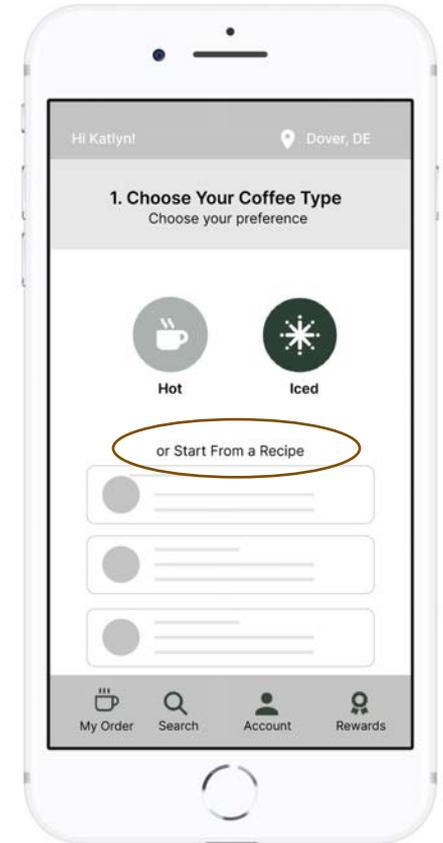
Mockups

- More prompts to start from a recipe for those who know what they want

Before usability study



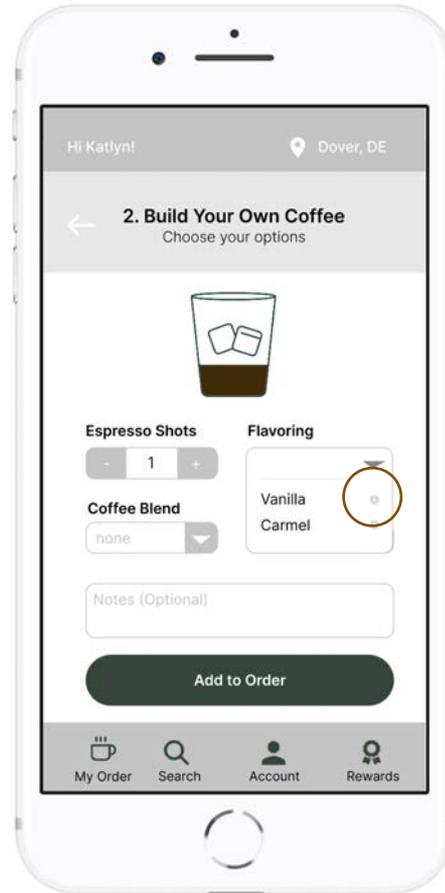
After usability study



Adding Info Tip for Nutrition Facts

- Now each dropdown has. An tooltip for more info about those ingredients

Before usability study

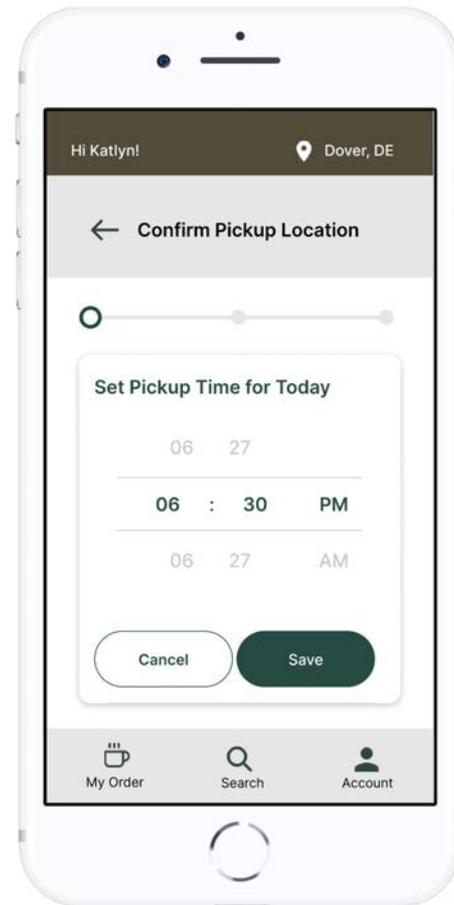
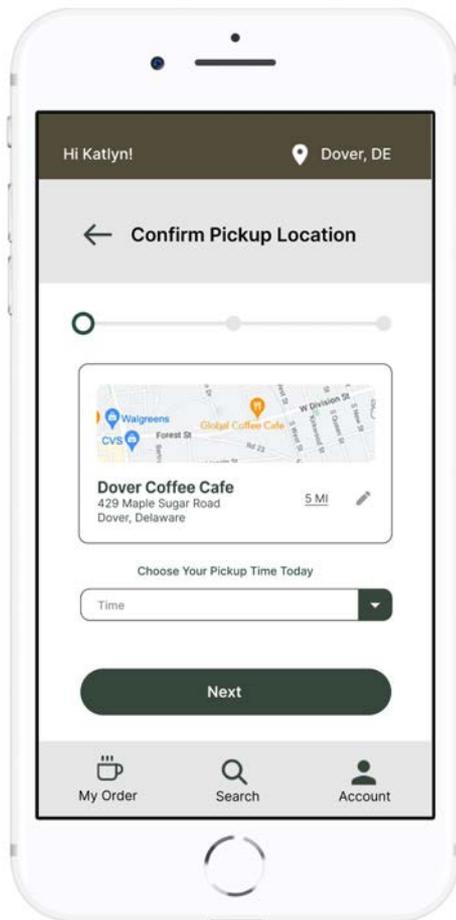


After usability study



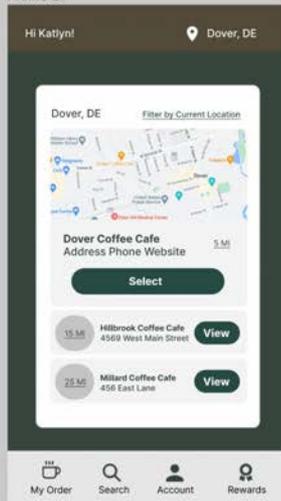
Built out Pickup Time

- A section buildout to pick a time for pickup



Mockups

Frame 21



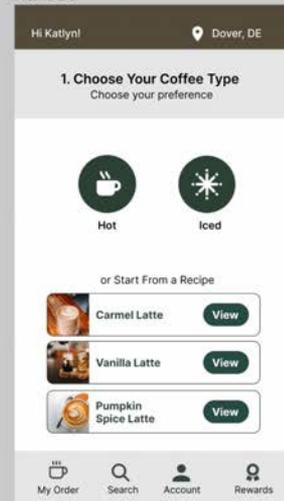
Frame 22



Frame 23



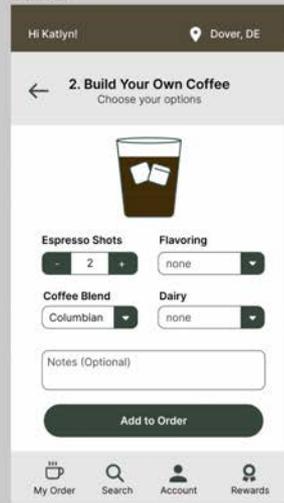
Frame 24



Frame 26



Frame 27



Frame 13



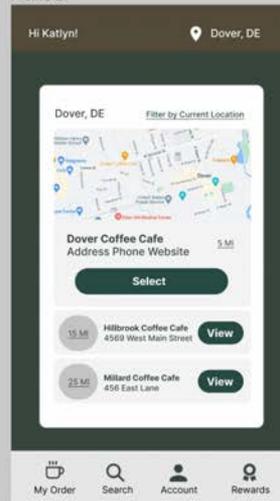
Frame 9



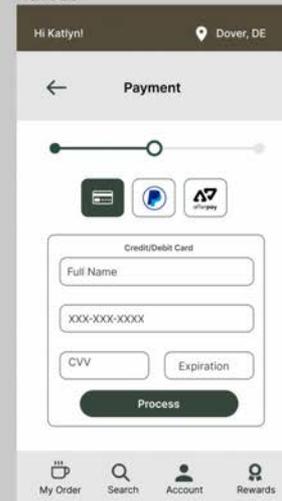
High-fidelity prototype

[\[Link to high-fidelity prototype\]](#)

Frame 21



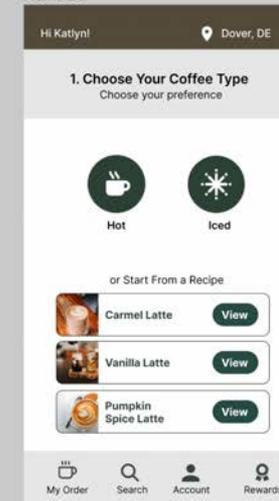
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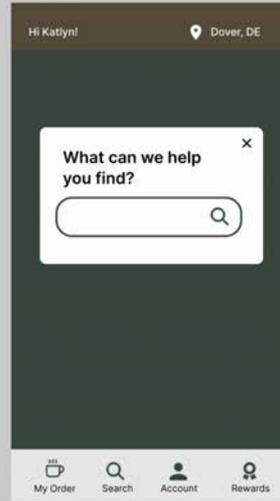
Frame 23



Frame 24



Frame 26



Frame 27



Frame 13



Frame 9



Accessibility Considerations

Consideration for Visual Disabilities

Cafe lines can be long and menus hard to read and understand quickly. By providing an alternative ordering option, a customer can order with simple steps in an easy to read way.

Consideration for Allergies

Allergy information can be hard to determine based on simple menus and quick descriptions. Throughout the ordering process, a user can click in and view nutrition facts and allergy information quickly.

Consideration for Language Preferences

With a diverse Dover, DE population, the coffee cafe ordering app could be easily adjusted to fit a variety of languages with the same illustration context.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

This app and tool will impact the larger Dover, Delaware area and boost a small-town business who otherwise could have struggled competing with larger businesses



What I learned:

I learned the many aspects of dining and restaurant industry as well as all of the UX design needed for allergy and menu needs.

Next steps

1

Further development and soft launch of app at location

Promoting to top customers and tracking conversions

2

Release to sample audience and test after 2 weeks. Use a soft rollout techniques.

3

Larger release after evaluation. Once we know we have worked out any bugs, we can be confident releasing the public completely.

Let's connect!



in a fast-paced world, it is important to capture convenience and personal connection in the dining and hospitality space. Global Coffee Cafe has a promising future by allowing customers not to sacrifice convenience for personal connection and small-town support.

If you have any questions, [contact me!](#)

Katlyn@brushwelldesigns.com

Thank you!