

Beverage Ordering App

Mila Adams

Project overview



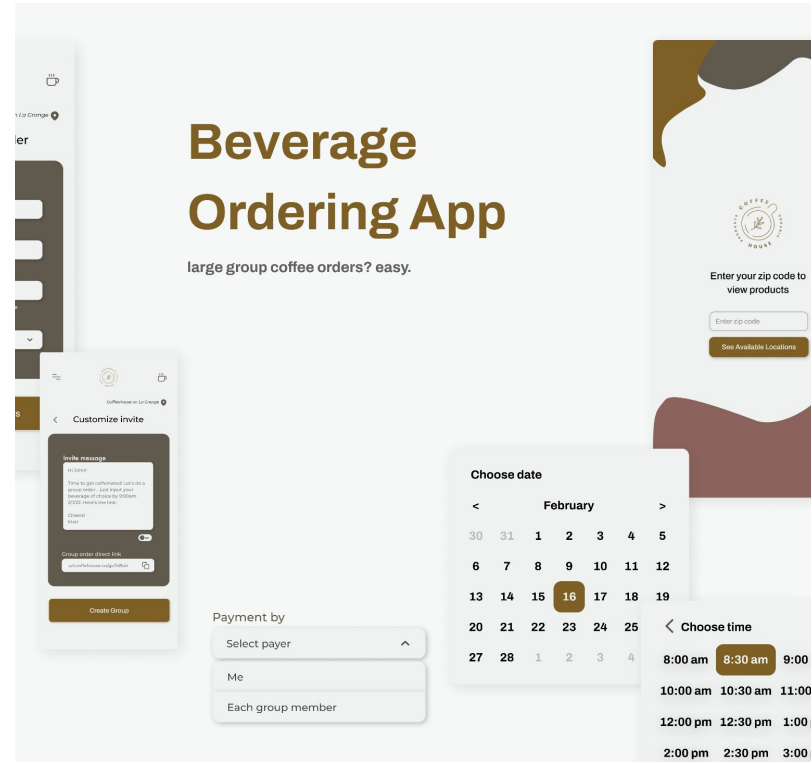
The product:

Create and design an interactive coffee ordering app for a small, local coffee shop in Wichita Falls, Texas



Project duration:

December 2021 - Janu



Project overview



My role:

Lead UX Designer



Responsibilities:

User research

Wireframing

Prototyping

Designing

Usability testing

Project overview



The problem:

When it comes to ordering coffee for large groups, gathering all of the information can be time consuming and confusing. Users stumbled upon a frustrating experience when trying to order coffee for an office team or a large group of friends.



The goal:

Create a coffee ordering experience with an easy workflow for an individual order, as well as orders for large groups.

Understanding the user

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

User research: summary



Through my primary research, I learned that many users like the convenience of ordering coffee through an online app, as long as it provides them with options to customize their order. My user interviews indicated that 50% of users have very customized orders while others have very simple orders. Many users meet for coffee dates or pick up large coffee orders for their office teams.

My secondary research taught me what shoppers often look for, how they pick their coffee shop based on online and in-store experience and their behaviors during ordering.

User research: pain points

1

Group Orders

The largest pain point I saw was ordering for larger groups (3+ people). Many users indicated their frustrations when ordering for friends, family and coworkers.

2

Online Pick-up

Users wanted the experience of ordering hot coffee and being able to do curbside pick it up when they arrive.

3

Saving Regulars

Because many users have customized orders, they want the ease of saving their order for the future. This makes reordering easy.

Persona: Jared Leester

Problem statement:

Rett is a busy real estate developer who needs an easy way to order coffee for multiple people because he frequently meets with clients for coffee dates or gets coffee for his office team.



Rett

Age: 28

Education: Bachelor's of Science

Hometown: Berkeley, CA

Family: Single

Occupation: Property Developer

“Picking up coffee for my work team is such a pain because everyone wants something different. I dread getting stuck with that task.”

Goals

- Avid coffee drinker who likes to try new kind of drinks
- Gets coffee frequently with potential clients
- Gets coffee for his small team of employees

Frustrations

- Placing an order for the whole team is hard and time consuming
- Not having his order saved in an app would be frustrating

Rett is a real estate developer in the busy city of California. He drinks and orders coffee almost daily from his local coffee shop. He enjoys meeting his clients for coffee or getting coffee for his team of employees. Unfortunately, his employees all have different types of coffee that they like, so ordering can be quite confusing.

User journey map

Persona: Rett

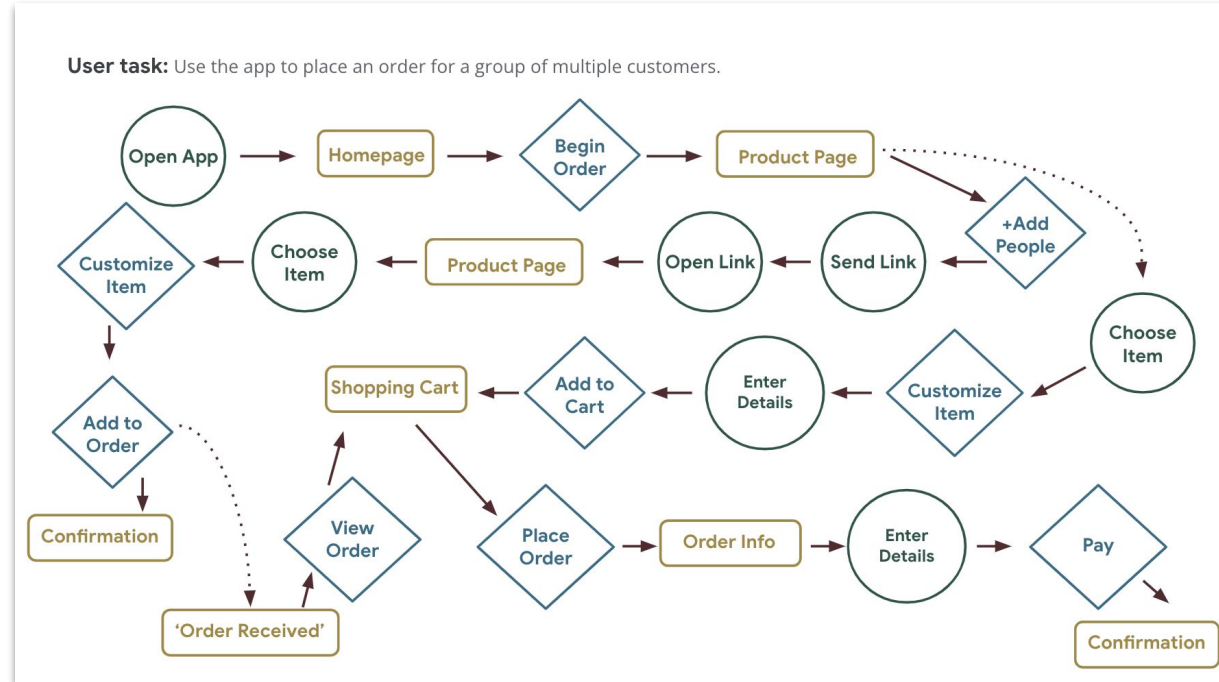
Goal: Order coffee online for his team of employees

ACTION	Download and open app	Begin Order	Enter coffee items for each team member	Place the order	Pick-up Orders or and distribute to employees
TASK LIST	A. Download app from the app store B. Open app to the home page	A. Click the button to place the order B. Add the item to cart	A. Find each product B. Modify the item as needed C. Add item to cart	A. Finish the ordering process B. Enter payment info	A. Drive to pick-up the order B. Click "I'm here" if picking up curbside C. Distribute items to his team
FEELING ADJECTIVE	Pretty neutral, just going through the steps	May feel overwhelmed with the task ahead	Concentration on the information to get it right	Excited to go get their coffee	May feel frazzled if it's disorganized pick-up
IMPROVEMENT OPPORTUNITIES	Clear name in the app so it's easy to find	Obvious place order button Choose pick up in store or curbside	Add a place where each team member can go and add their coffee order by a specific time	Clear outline of number of characters that can be included	"I'm here" button for curbside or inside Enter your parking stall or table number

In this usermap for Rett, I see a lot of opportunity to simplify the coffee ordering experience by providing each team member an opportunity to enter their own orders. This way, the shopper doesn't have to spend an extensive amount of time entering each individual order and it would eliminate possibilities for mistakes.

User Flow

The user flow show the ideal step-by-step experience for the user to place a group coffee order.

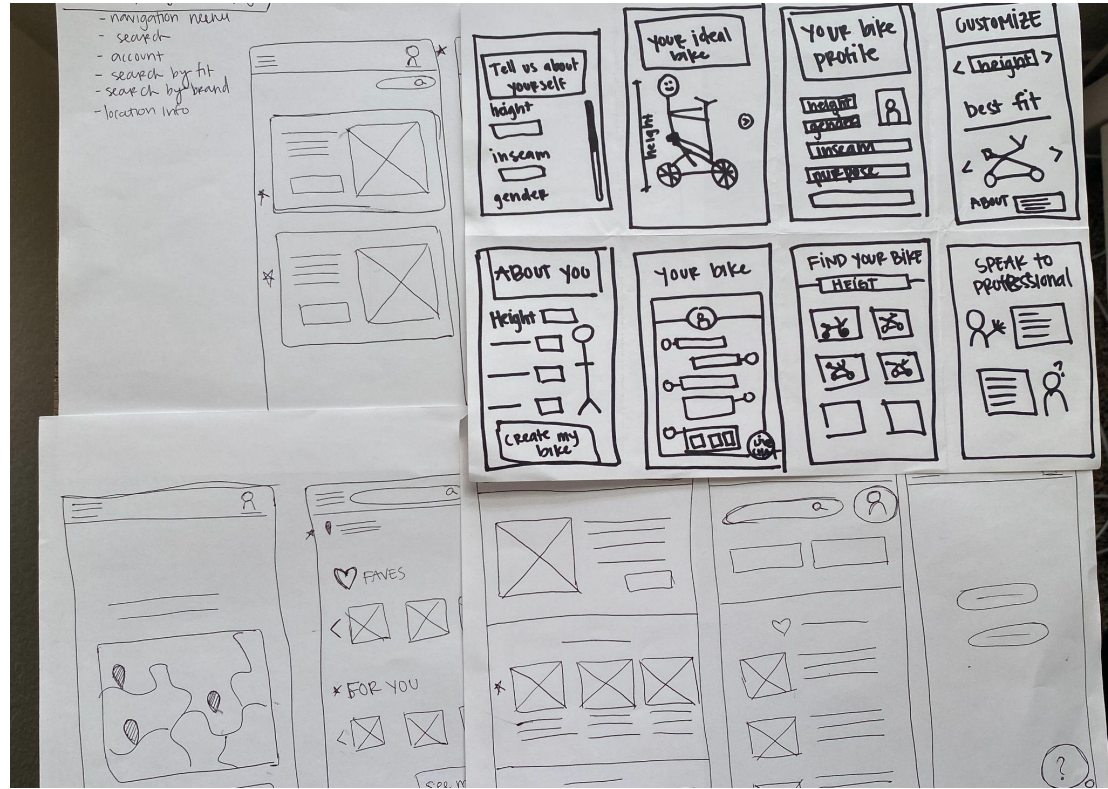


Starting the design

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

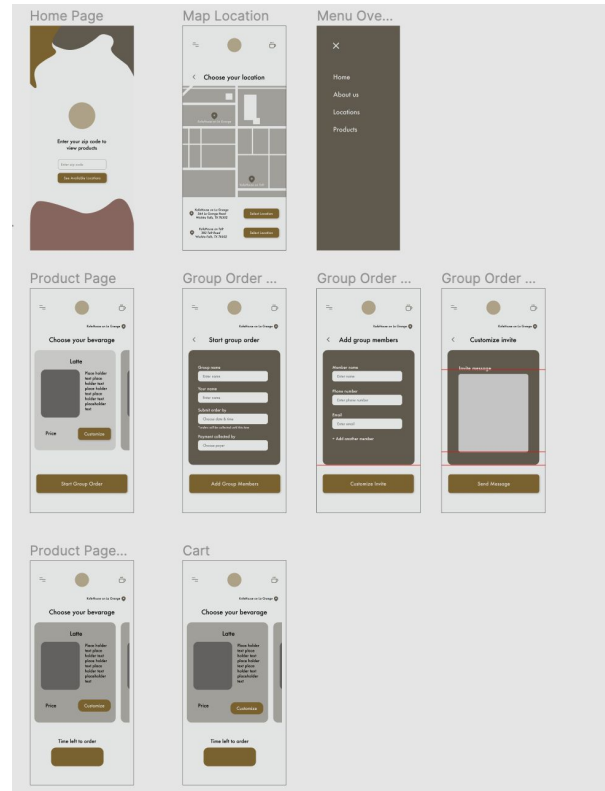
Paper wireframes

Goal statement: provide an efficient way a user can place group coffee orders, while being able to customized each product.



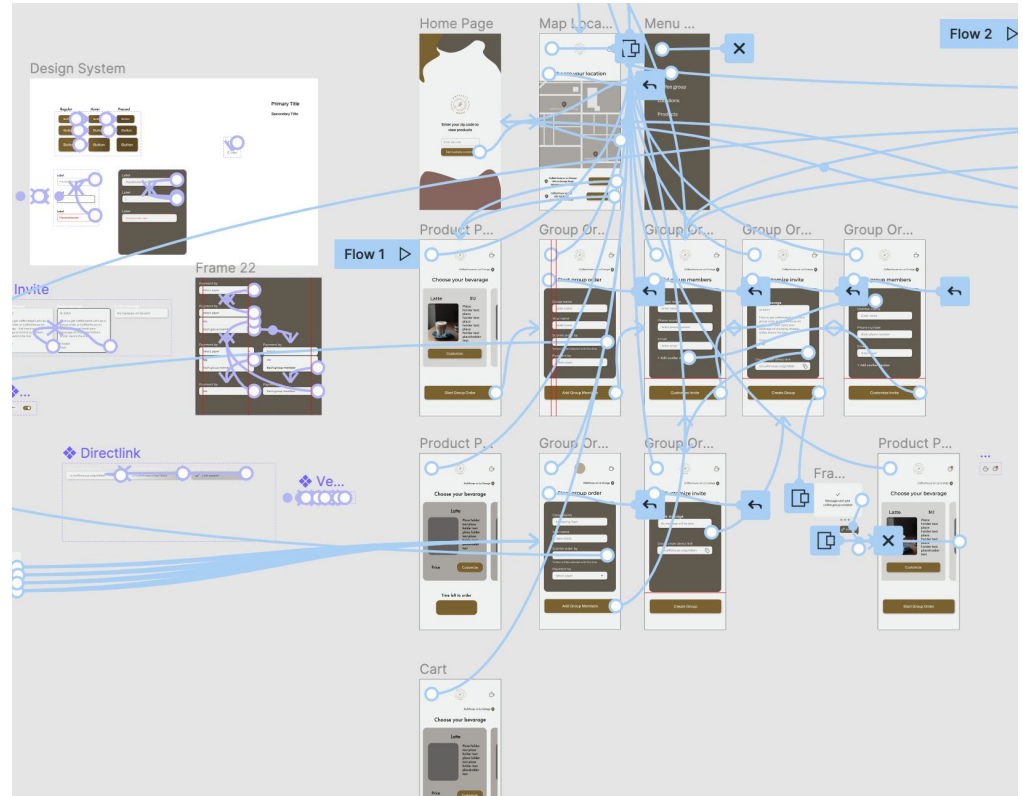
Digital wireframes

Within the app, a user can create a group order for the a local coffee shop and invite members to participate in the order. The user creating the group can adjust their group settings and send an invite all within the app (or through a direct link). And, the invited user can pick their order all through the app.



Low-fidelity prototype

My low-fidelity prototype quickly turned into a more high-fidelity prototype because I was wanting the testing user to really understand the process and experience some of the interactive components of the design. I found it necessary to include some additional overlays to immerse the user in the testing experience.



Usability study: findings

I conducted 1 usability study (3 participants) during the low-fidelity prototype stage and received some positive feedback. Because the app only has 1 flow, the users found it pretty simple to understand. Some users were eager to see more to the app than the original flow.

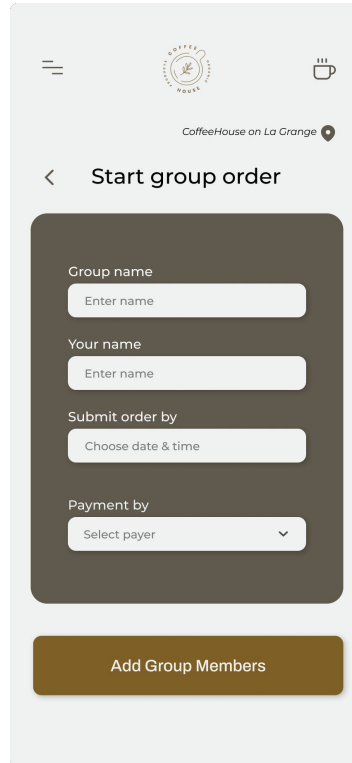
Round 1 findings

- 1 Missing confirmation page after the the group has been created. Users were confused if the action button worked.
- 2 Some users didn't want to do send an invite message through the app, but wanted to send a direct link instead.
- 3 Users confused what the "submit by" means

“Submit order by”

With the “submit order by”, some users were confused what it entailed. I added a description underneath to make it more clear. This was a simple bfix.

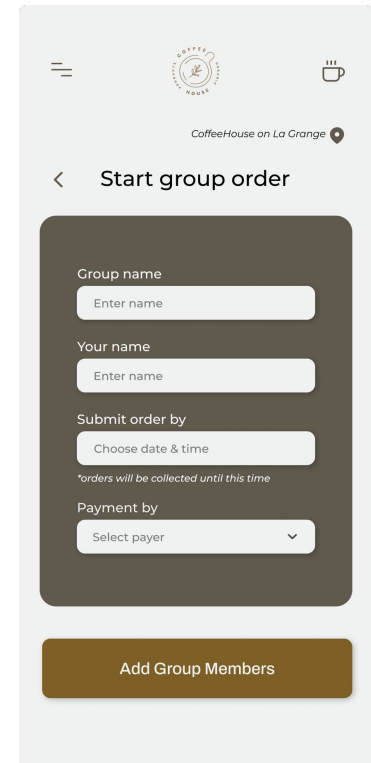
Before usability study



A mobile app screenshot showing the 'Start group order' screen. The header includes a menu icon, the CoffeeHouse logo, and a coffee cup icon. Below the header is the text 'CoffeeHouse on La Grange'. The main content area is a dark grey card with the following fields: 'Group name' with a text input 'Enter name'; 'Your name' with a text input 'Enter name'; 'Submit order by' with a text input 'Choose date & time'; and 'Payment by' with a dropdown menu 'Select payer'. At the bottom is a brown button labeled 'Add Group Members'.



After usability study

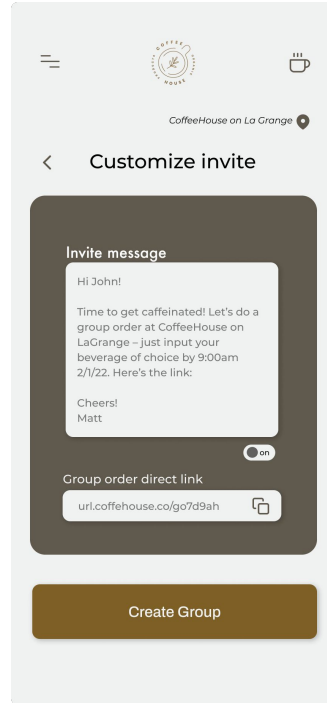


A mobile app screenshot showing the 'Start group order' screen after usability study. The layout is identical to the 'Before' version, but with an additional line of text below the 'Submit order by' field: **orders will be collected until this time*. The rest of the form and the 'Add Group Members' button remain the same.

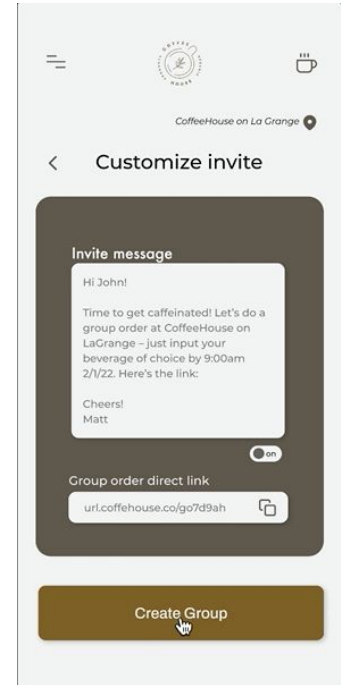
Confirmation Page

Users were confused when they didn't receive a confirmation page after the group has been created. I added an overlay with the confirmation, as well as an additional overlay that would guide the user on where to review their group.

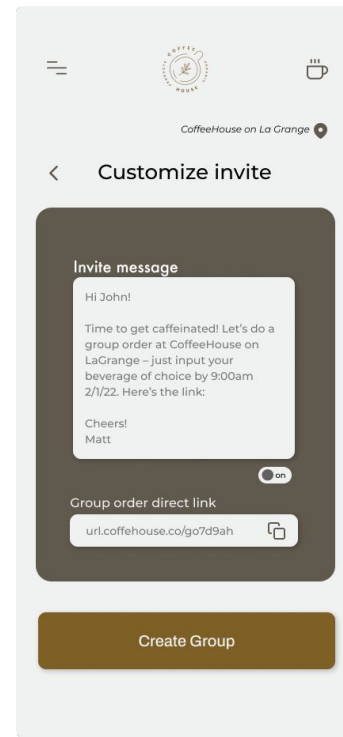
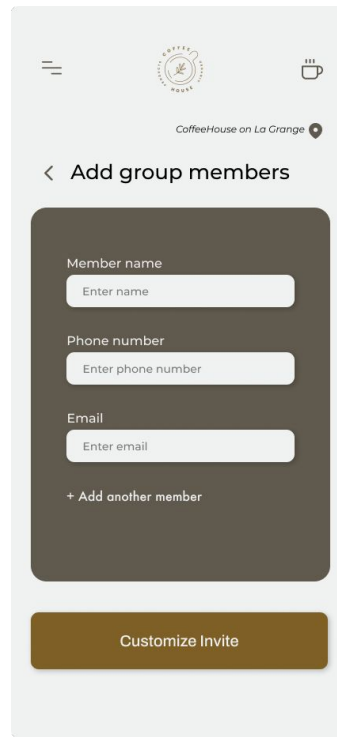
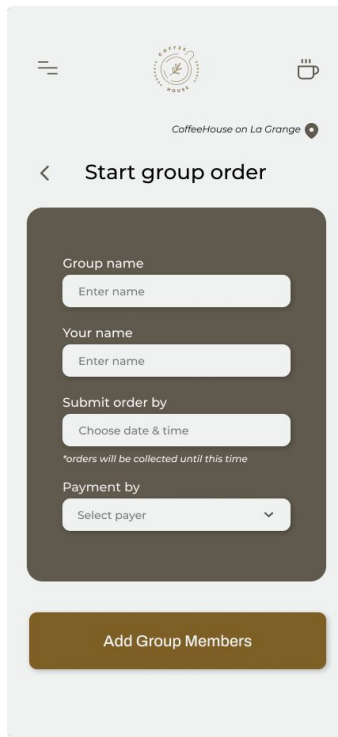
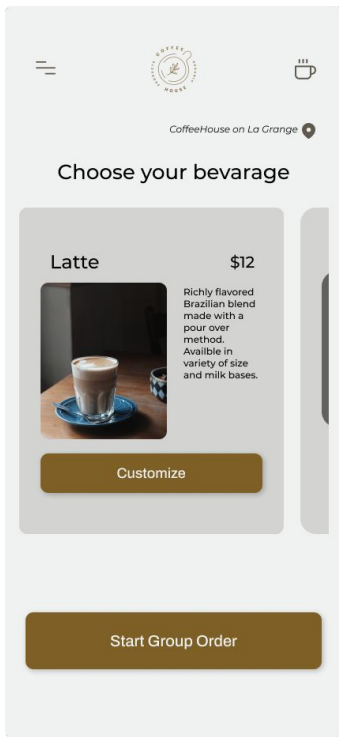
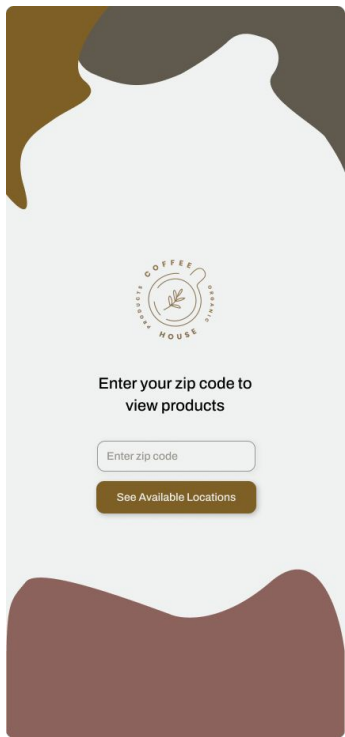
Before usability study



After usability study

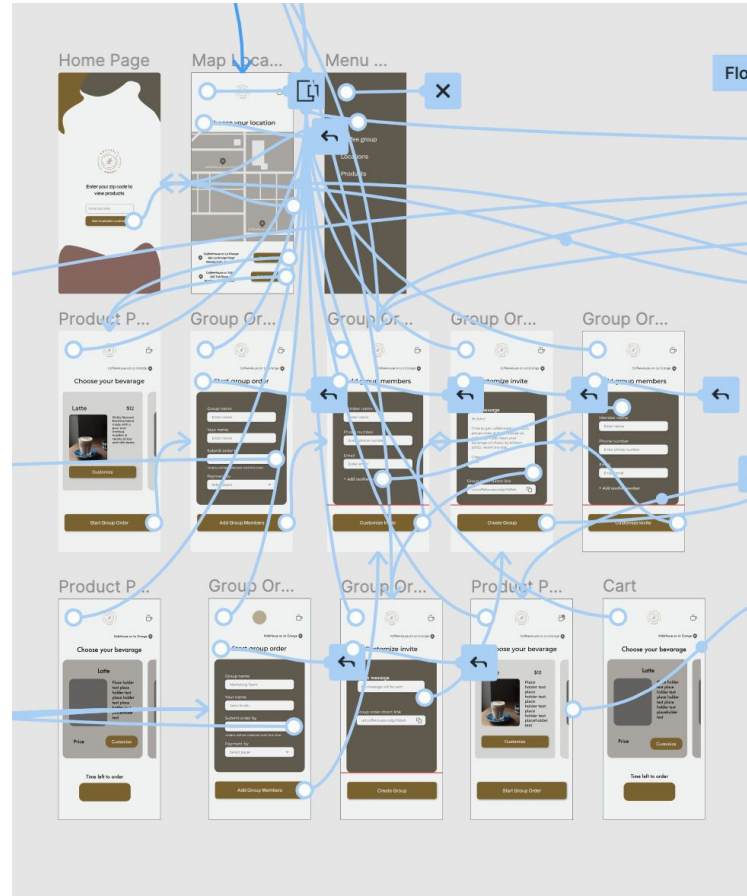


Mockups



High-fidelity prototype

Hi-Fi Prototype



Accessibility considerations

1

All colors have been checked to provide an AA rating for the contrast.

2

Used large text and buttons (without compromising the design) so they can be visually dominant on the screen.

3

Usage of iconography to help understand the properties of various functions better.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

After the initial feedback, I feel like this app can really improve and ease the process of ordering for large groups.



What I learned:

Through this project, I learned more about interactive components as well using and solidifying a design system.

Next steps

1

Work on the interface for each product. They need to be fully customizable so the user can input their individual orders.

2

I would like to work on the additional workflow of ordering to make the process feel more complete.

3

Polish some of the design, especially the product page.

Let's connect!



Thank you for reviewing my work! If you have any questions or would like to connect about a current or future project please feel free to contact me through the [contact form](#) on my website.

I look forward to hearing from you!

