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Case Study

Coffee House

Coffee House

Project Overview

The Coffee House App enhances the coffee-ordering experience by reducing wait times, personalizing offerings, and boosting customer promotions. Designed over six months, it offers a seamless interface with customization options and rewards programs for customer satisfaction.

Team

Flora Medina UX Designer, 1 Developer, 1 Product Manager

Role

UI/UX Designer

Tools Used

Figma

Duration

6 weeks

Objective

Enhance coffee ordering with an intuitive app that boosts customer loyalty, customization, and highlights promotions.

Understanding the user

- User Research
- Personas
- Problem statements
- User journey maps

User Research

To better understand the needs and expectations of the coffee users, we conducted a combination of surveys, interviews, and competitor analysis. Initially, we assumed that convenience was the primary factor influencing their ordering habits. However, our research revealed that users also highly value the ability to customize their orders and access exclusive promotions.

This insight prompted us to redesign the ordering process to focus not only on efficiency, but also on personalization and special offers, ensuring that the app fully met users' expectations.

User research pain points

1. **Limited Customization Options:** Users expressed frustration with the lack of options to customize their orders to similar apps, often resulting in orders that didn't satisfy their preferences.
2. **Difficulty Finding Nearby Stores:** Users found it difficult to locate the nearest coffee shop, with the app lacking clear and accessible store locator functionality.
3. **Inadequate Promotion Visibility:** Users felt that the app failed to clearly highlight ongoing promotions, leading users to miss opportunities to take advantage of rewards and benefits.
4. **Long Wait Times:** Long wait times for ordering in stores were a significant issue, negatively impacting the overall customer experience.

Persona

Problem statement

Alejandro is a 42-year-old Marketing Director with a demanding job and a busy lifestyle who needs an efficient way to enjoy high-quality coffee without long wait times because his tight schedule and long commute prevent him from preparing healthy meals and fitness regimen. Unfortunately, high-quality coffee that his family enjoy

User journey map

By addressing these pain points and focusing on Alejandro's needs for efficiency and quality, the Coffee House App can enhance his overall experience, leading to increased satisfaction and loyalty.

Starting the designer

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

Paper wireframes

By focusing on these goals and thought processes, the paper wireframes will help in visualizing the initial layout and flow of the Coffee House App, ensuring it meets user needs and expectations effectively.

Digital wireframes

By incorporating these elements, the digital wireframes aim to create a seamless and enjoyable user experience that aligns with the needs and preferences of users like Alejandro.

Digital wireframes screen size variation

By considering these screen size variations, the digital wireframes aim to provide a consistent and adaptive experience for Coffee House App users, ensuring ease of use regardless of the device they use.

Low-fidelity prototype

Translated a low-fidelity prototype from the user flow diagram and wireframes to test initial ideas before investing in a high-fidelity design and to ensure accessibility for and users.

View Prototype: Coffee House Web App
Coffee House Mobile App

Usability study findings

In our usability study conducted on the Coffee House app, we aimed to evaluate the user experience and identify areas for improvement within the app's interface and functionality. The study involved a diverse group of participants with varying tech-savvy, we gathered valuable insights into their behaviors, preferences, and pain points.

Round 1 Findings

1. Order Flow and Customization
2. Shopping Cart Visibility
3. Access to Promotions

Round 2 Findings

1. Store Locator
2. Hamburger Menu
3. Healthy Meal Options

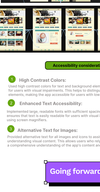
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

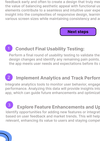
By focusing on these goals and thought processes, the mockups aim to deliver a refined and user-friendly experience for Coffee House App users, addressing the key pain points and enhancing overall usability.

Before usability study



After usability study

Mockups Coffee House app



High-fidelity prototype

After finalizing the low-fidelity wireframes, I worked on creating the final designs with the goal of making them clear and intuitive. The main color theme I used was blue to evoke a sense of trust in the users.

Accessibility considerations

1. **High Contrast Colors:** Used high contrast colors for text and background elements to ensure readability for users with visual impairments. This enhancement benefits all users in various environments, making the app accessible for users with low vision or color blindness.
2. **Enhanced Text Accessibility:** Implemented large, readable fonts with sufficient spacing to enhance legibility. This ensures that text is easily readable for users with visual impairments and those using screen magnifiers.
3. **Alternative Text for Images:** Provided alternative text for all images and icons to assist screen reader users in understanding visual content. This ensures that users who rely on screen readers to have a comprehensive understanding of the app's content and functionality.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The impact of my designs for the Coffee House app was highlighted by a significant improvement in user satisfaction and usability. One study participant noted, "The new design makes ordering my favorite coffee much more enjoyable and feels like a much easier and enjoyable"

What I learned:

Throughout the Coffee House app project, I learned the importance of integrating user feedback early and often to create a design that truly meets user needs. I discovered the importance of balancing aesthetics with functionality, ensuring that visual elements don't contribute to a seamless and intuitive user experience. Additionally, I gained insight into the complexities of responsive design, learning how to adapt interfaces for various screen sizes while maintaining consistency and accessibility.

Next steps

1. **Conduct Final Usability Testing:** Perform a final round of usability testing to validate the effectiveness of recent enhancements. This will ensure the app meets user needs and expectations before the app details.
2. **Implement Analytics and Track Performance:** Integrate analytics tools to monitor user behavior, engagement, and overall app performance. This will provide valuable insights into how users interact with the app, which can guide future enhancements and optimizations.
3. **Explore Feature Enhancements and Updates:** Identify opportunities for adding new features or integrating additional functionalities based on user feedback and market trends. This will keep the app fresh and relevant, enhancing its value to users and staying competitive in the market.