

# UX Case Study: Coffee on the go



## Project Summary

Coffee on the go is a mobile app that allows busy working professionals who have no time to come into a coffee shop to order their coffee online and have it delivered directly to their office of business.

**Length of project:** 3 weeks

**Client:** Independent project

**Role:** UX Researcher

**Task:** Carry out user research to discover if there is a user need for a product like this. Identify the key user groups, key tasks, develop a prototype and run a usability test before iterating on the design.

## The Challenge

To create a digital product that will allow users to order their favourite coffee in a way that is convenient to their lifestyle.

## Solution Hypothesis

A prototype that will let users choose a delivery location, order a coffee and read through the variety of coffees available at their own pace.

## DEFINE

### Strategic objective

The owner of this new coffee chain wants to create a system where busy working professionals can order coffee and have it delivered to them.

### Requirements

The owner wants the final system as having a mobile component but in the future he is open to the idea of having a desktop component.

### Business goals + User goals

A coffee ordering system that lets users order on the go. The user research will show the user needs and the changes the app will need to meet them.

## DISCOVER

**Competitive Analysis:** I observed the following apps: Starbucks, Costa Coffee and Café Nero. I visited the App store, checked the user reviews. After I observed the features and flow of the order section of these apps to scope out the competitive analysis. via the analysis of these apps, I was able to gather wider perspectives and inspiration for my project. The aim was to find commonalities between competitors to determine what users would expect from *Coffee on the go*.

**User Research:** After scoping out the competitive analysis, I was then ready to dive into the research phase of this project. My primary research method was an in-depth user think aloud intertwined with user interviews. I interviewed 5 working professionals to evaluate the need for the device and get more clarity.

## INTERVIEW INSIGHT

**Kristin Gilroy, 29**  
Client Services

"I want to be able to customize my order at my own pace."

**Scarlette Carballo, 33**  
Sr. Operations Manager

"I'm always in a rush, I manage two offices and always have to go back and forth."

**Danny Diaz, 36**  
Financial Analyst

"I am more of a pickup and go kind-of-person."

**Greta Crockett, 23**  
Analyst

"I order from the Starbucks app all the time because it's so convenient and I don't have to deal with people."

**Amy Castillo, 28**  
Business Development Rep

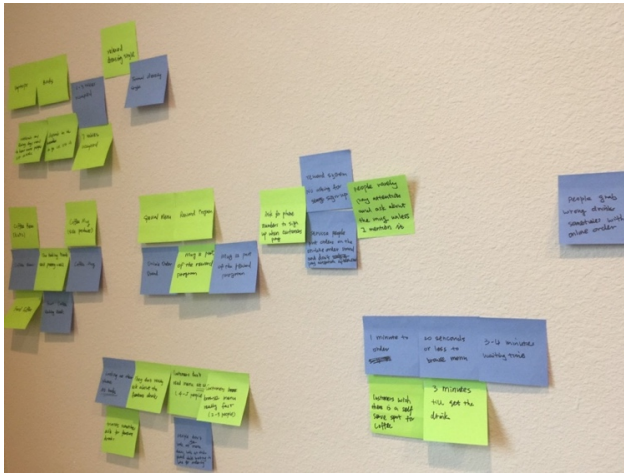
"I am very anti-social, it would be best if I can avoid ordering from someone at the register."

After mapping out all my insights, it all boiled down to one thing.

**Integration** → How will I integrate this new brand into a digital platform that allow users to order coffee anywhere at any time?

## Affinity Sorting

In order to synthesize my findings from the user think-aloud, I created an affinity diagram to group together information. The sticky notes show the observations made by the users and the common themes and tasks.



*Affinity diagramming user research findings*

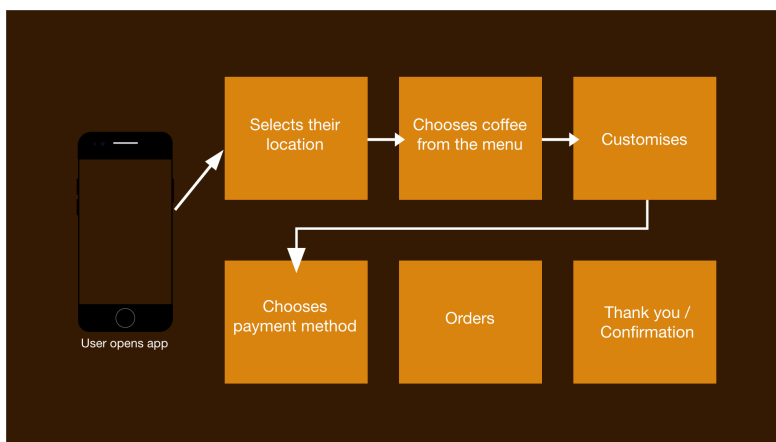
## Establishing pain points

Based off my affinity mapping of my user research, I was then ready to establish core pain points:

- Standing in line and waiting for their coffee.
- Too many people in the shop in the winter.

## User Journey

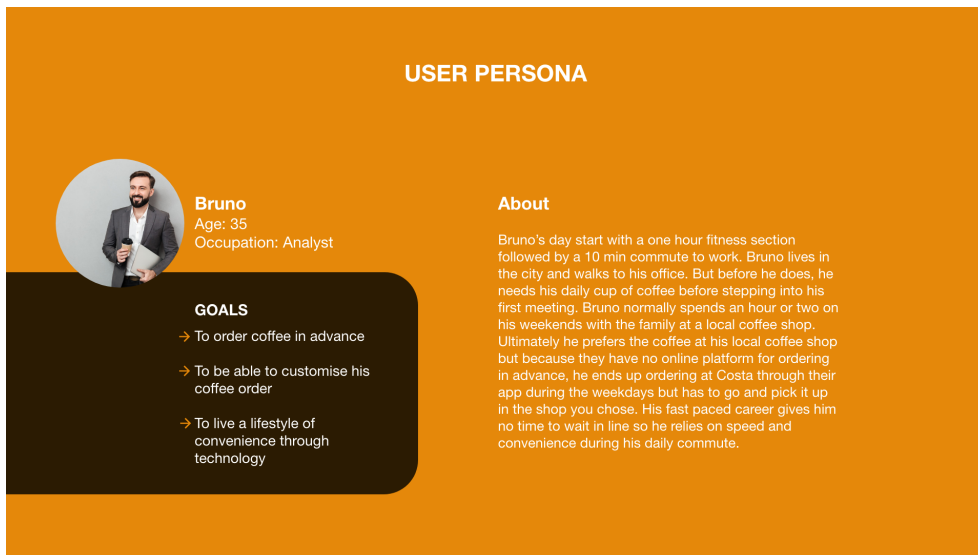
Personally, I like to draw or sketch out the user flow before I build my information architecture and site flow. Drawing user flow forces me to think like the users, thinking about how they would complete the task by using the app.



*User journey diagram*

## User personas

I then created user persona in order to represent the different user types and shed light on user needs, experience and behaviours. My primary persona was Bruno.



**USER PERSONA**

**Bruno**  
Age: 35  
Occupation: Analyst

**GOALS**

- To order coffee in advance
- To be able to customise his coffee order
- To live a lifestyle of convenience through technology

**About**

Bruno's day start with a one hour fitness section followed by a 10 min commute to work. Bruno lives in the city and walks to his office. But before he does, he needs his daily cup of coffee before stepping into his first meeting. Bruno normally spends an hour or two on his weekends with the family at a local coffee shop. Ultimately he prefers the coffee at his local coffee shop but because they have no online platform for ordering in advance, he ends up ordering at Costa through their app during the weekdays but has to go and pick it up in the shop you chose. His fast paced career gives him no time to wait in line so he relies on speed and convenience during his daily commute.

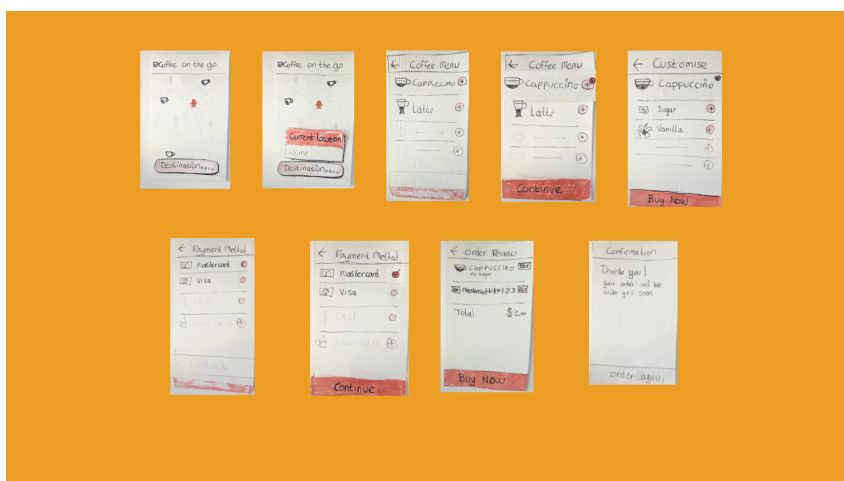
Based on the user research and addressing the pain points, I discovered the need of an app for

- **When a user** is rushing to work
- **They would like to** order their coffee from an app

## Wireframe flow

I created *paper prototypes* to *iterate* through many design options and perform usability testing based on interactivity.

I sketched all the screens based on the list of features to help the users achieve their goals.



## Usability test

I performed a usability testing with 5 users to get a measurement of effectiveness, efficiency and satisfaction.

### Some observations noted after the test;

- Wanted to be educated on the difference between coffee types



*Opportunity for unique features to educate users about coffee*

- There need to be a variety of coffee beans and dairy-free on coffee menu



*This validated what needed to be included as an option*

- Detailed information of the products (components, if healthy)

- A possibility to add a loyalty card in the app



*A feature that can link the card to the app during the account registration process*

- The need to add a coffee size (8oz or 16oz)



*This can be validated in the customisation section*

## Measuring Usability - Coffee on the go metrics

**Goal:** To get users to order coffee on the go.

**Signal:** Users selects a coffee and orders it.

**Metric:** Number of completed orders.

### *Effectiveness*

- Success rate: 80% of participants who correctly and completely achieve each goal (unassisted).
- 70% of tasks completed successfully on first try.
- Unsuccessful: 20% of users thought they were successful but failed.

### *Efficiency*

- Number of clicks taken to achieve tasks: straight forward, no added clicks.
- The average time taken to complete each task: (38 sec)

### *Satisfaction*

- 80% of users would recommend it to a friend.
- Positive attitude towards the use of the system.

**Reflections and insights**

This project not only allowed me to be more meta-cognitively reflective about this app but it also allowed me to realise the challenges of designing an app that requires many functions. Improving one feature of the app definitely was not as easy as I expected it to be, however, I had a lot of fun tackling this complex design issue.