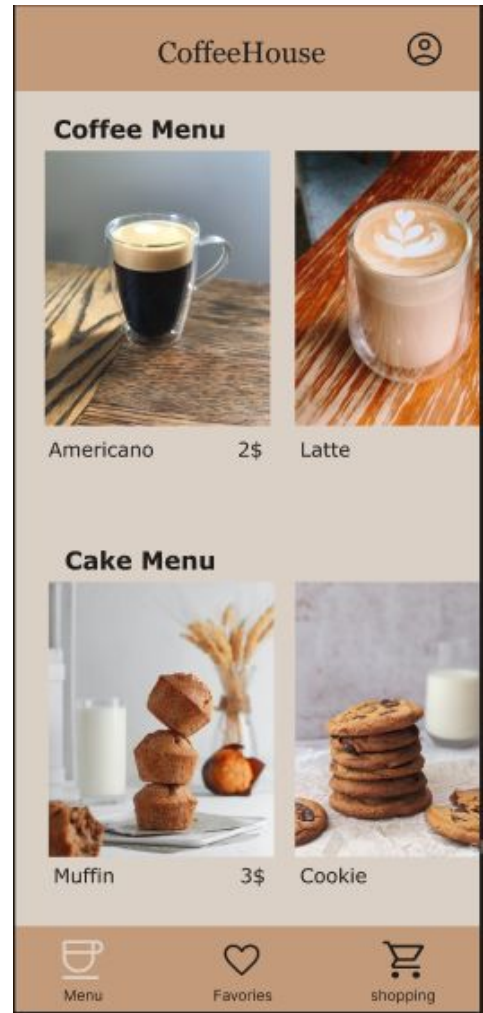# Case study title

Hasti

Project overview

The product:

The product is a coffee app for ordering coffee in a fast way and make the others time fun with coffee and cake.

Project duration:

November 17 to December 4

Project overview

The problem:

For people who has a busy schedule .

The goal:

This app allows the users to easily order with fast delivery.

Google

Project overview

My role:

 UX designer designing the app.

Responsibilities:

List the conducting interview, paper and digital wireframe,low-fidelity prototype,conducting usability study.

Google

Understanding the user

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

Google

User research: summary

Write I conduct interview and empathy map to understand the users.
User always comes first. I am designing for them and i realized that through the research
For design an app .
Design an app for people who has a busy schedule and no time for making coffee or cake.

User research: pain points

1

time

Busy schedule.for adults
and young people.

2

accessibility

Apps for ordering
Are not enough fast.

3

IA

Many text instead of
photos and unnecessary
animation.

Google

Persona: **Adam**

Problem statement:

Adam is a photographer who needs multiple drinks and cake in a fast way because he spent his time with his colleague for working.

`see the world in a different way through my camera`

Scenario

He lives with her wife in a small house. He spends most of his time with his colleagues editing photos and talking about their work so, their order many different coffee and cakes but previous the app didn't match his desire

Adam

Age: 32

Education: Master in photography

Hometown: San Francisco

Family: Married

Occupation: Photographer

Goals

- Ordering many drinks for friends and colleagues
- fast delivery and fresh drinks

Frustrations

- many texts in an app instead of photos of a drink
- Expensive coffee
- Not have snacks

Google

User journey map

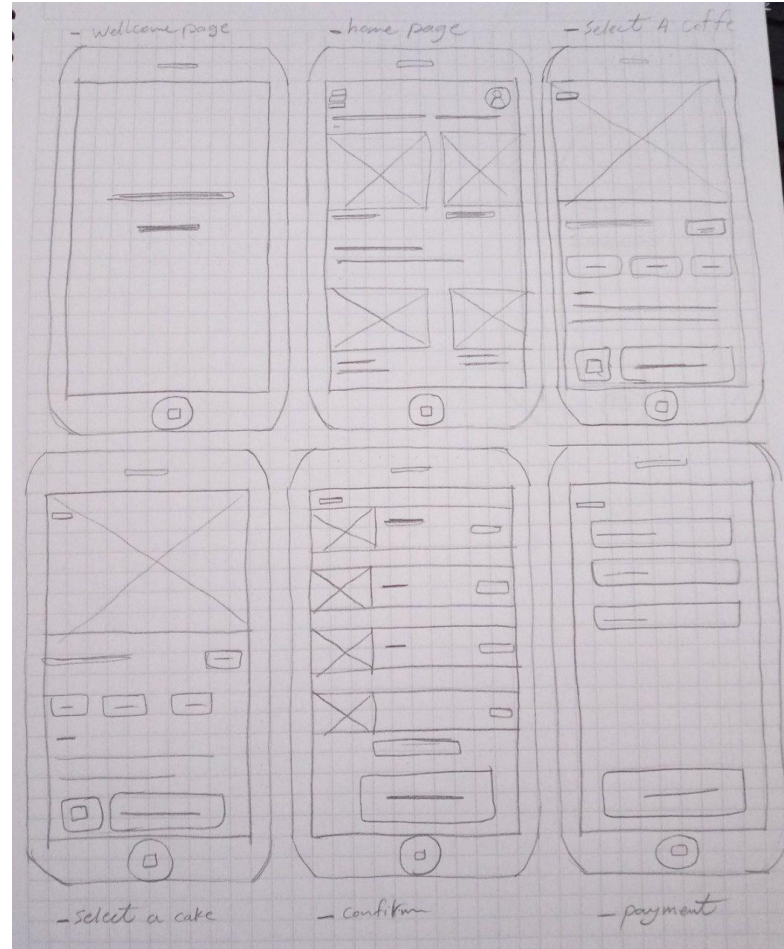[this user journey map shows that the app could more helpful for adam.

Persona: Adam

Goal: Insert goal

ACTION	Select coffee app	Brows menu	Place order	Complete order	Pick up order
TASK LIST	A. ask from his colleague B. select few coffee	A. browse online menu B. select menu item C. select snacks	A. located adress B. place the order	A. confirm order B. provide payment information	A. pick up the coffees and snacks B. tip employee
EMOTIONS	Accurate to find an app Excited to find a coffee of choice and some cakes	Annoyed by lots of text instead of photo	Confuesd to filled the inputs	Happy to not waist time to go to the coffee shop	Happy to drink the coffee and eat cakes with his colleague
IMPROVEMENT OPPORTUNITIES		Add photos instead of text and make it more attractive	Save the informatons		Include a rewards Discounts for bulk purcases

Google

Starting the design

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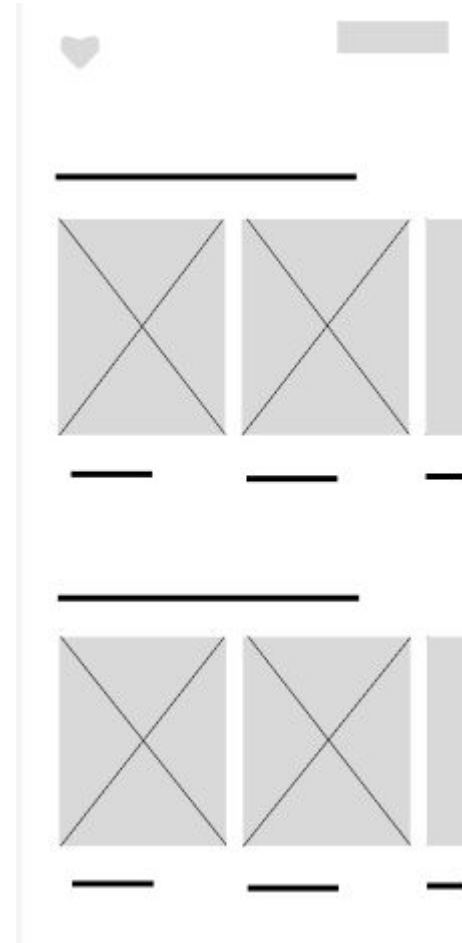- Usability studies

Google

Paper wireframes

I tried to design an app for ordering in a fastway.

Digital wireframes

I tried to add two option in my design to make it more easy and faster.

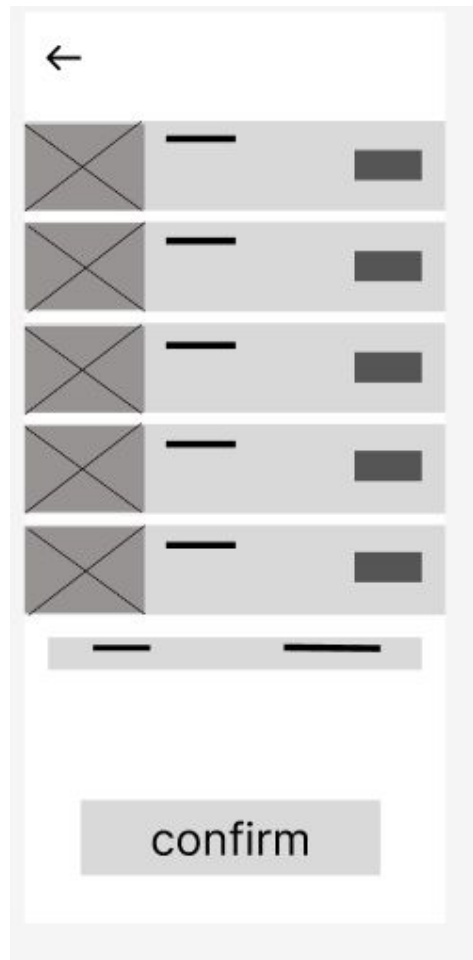Favorite option to find the favorite coffee faster.
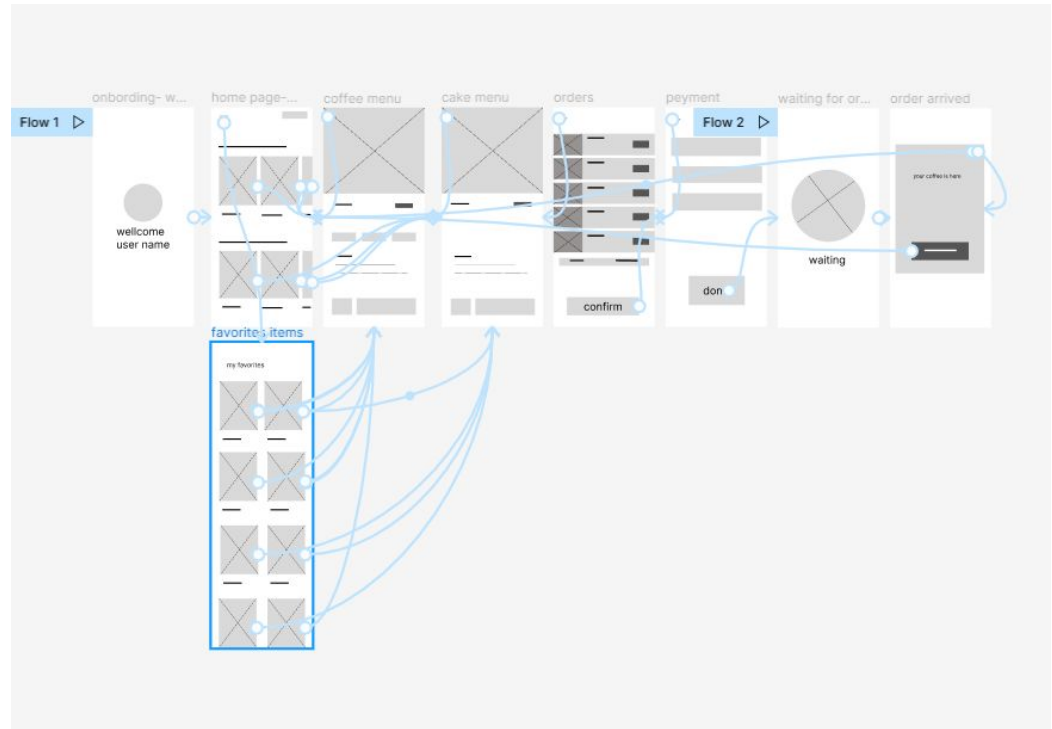
Gesture menu with big pictures

Google

Digital wireframes

This page is for orders and
total price.

Make users
sure about
their order.

Low-fidelity prototype

https://www.figma.com/file/UHbH
I8LPmnHUPrbcn8iJGa/Untitled?no
de-id=0%3A1&t=CpYFMeQX672m
NBSR-1

Google

Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

1. Users want faster ordering

2. Users want less animation

3. Users wants the payment process change.

Round 2 findings

1. More easy

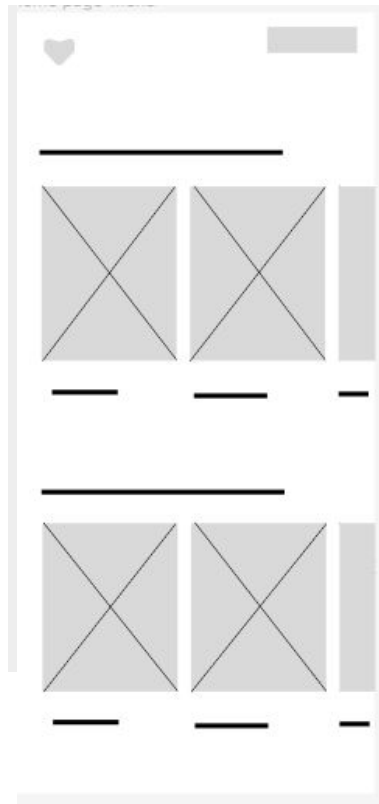2. Obvious for users who not familiar with ordering process

Refining the design

- Mockups
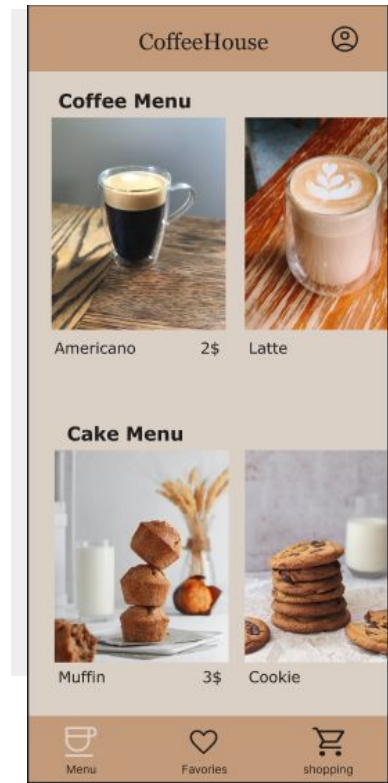- High-fidelity prototype
- Accessibility

Mockups

It is obvious !
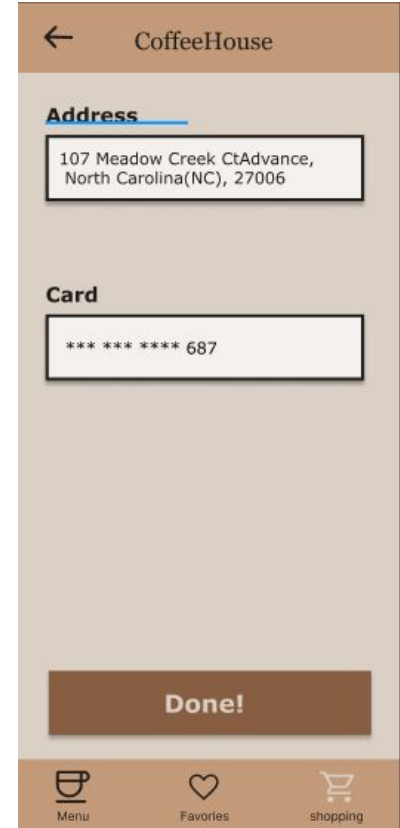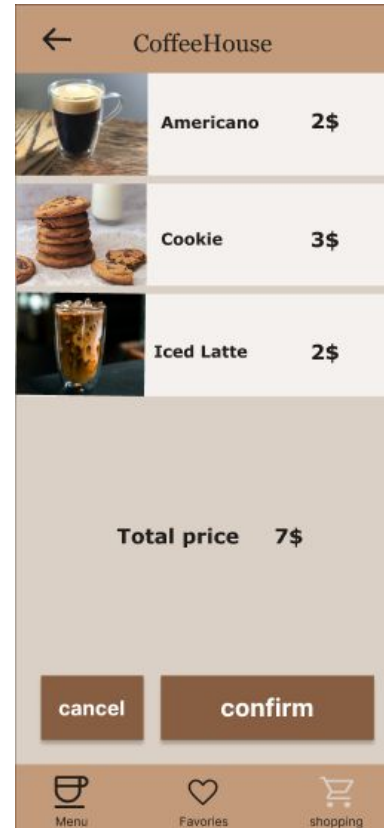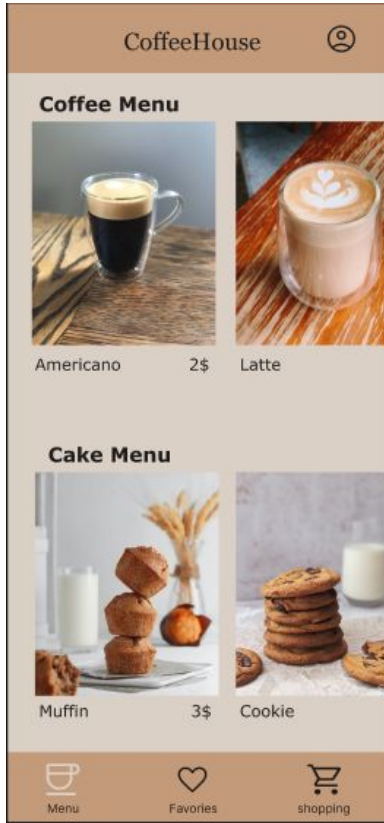
Lots of things change after usability study.
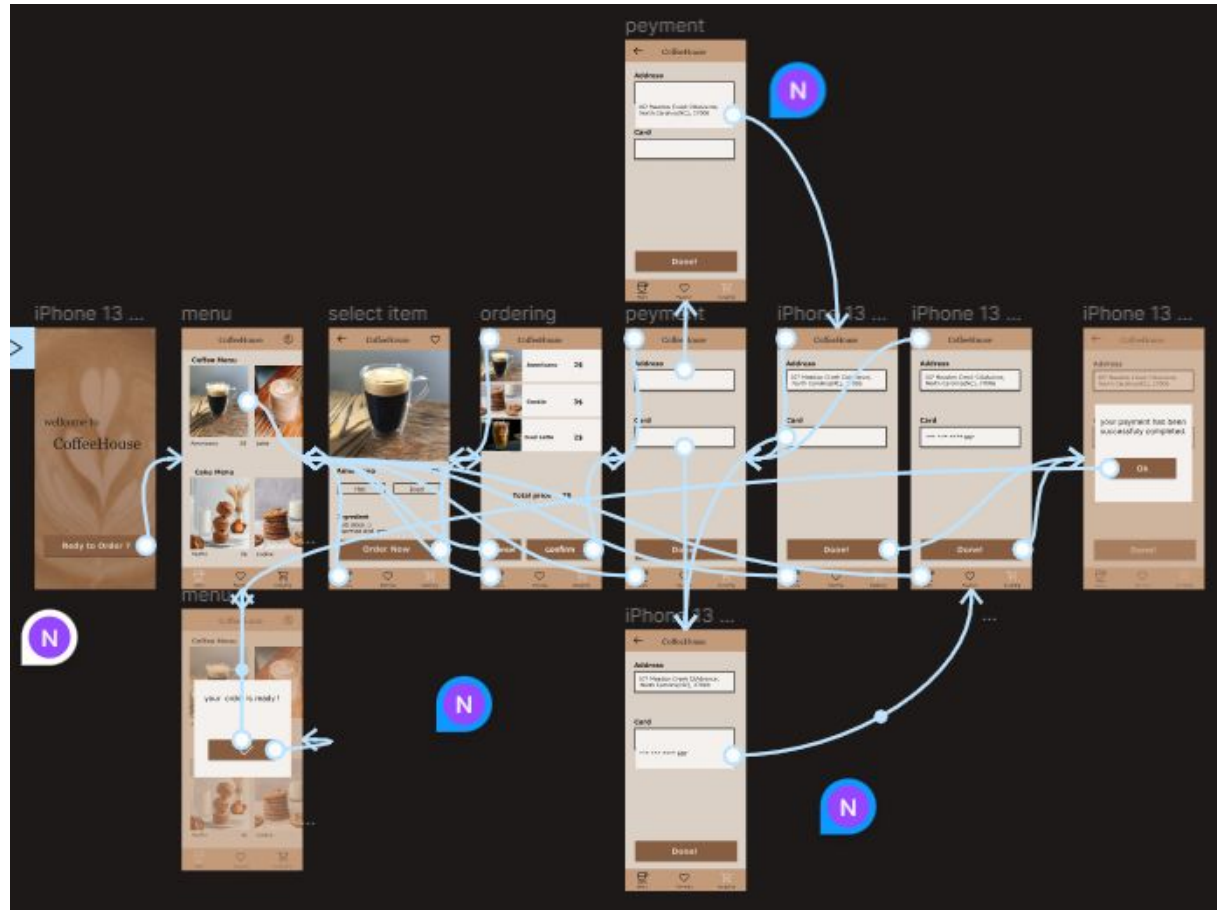
Mockups

High-fidelity prototype

https://www.figma.com/file/UHbHI8LPmnHUPrbcn8iJGa/Untitled?node-id=19%3A251&t=CpYFMeQX672mNBSR-1

Google

Accessibility considerations

1

Used pictures to show the items well.

2

Used icon and text.

3

Used dropdown. .

Google

Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

this app will help people to order easy and the item will be fresh because of fast delivery.

What I learned:

In this project i learned a lot of things but the bold one was that the users wants an app which they can trust it.

Next steps

1

Receive feedback and comments in figma and analyzed them.

2

Take test to m family and friends to understand their feelings about my app.

Let's connect!

Thank you so much for your time to see the CoffeeHouse app. I appreciate that.

Here is my email address hasti.aghaei2003@gmail.com if you like to keep in touch with me.

Google