Design a Customer Service App for a Cafe in Your City

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Project overview

The Product:

This intuitive cafe app tailors itself to the user and their order history, providing recommendations and access to previous orders while integrating additional optional features such as "have order ready by" as well as a text alert when order is placed on the counter for pick up. Target users: remote workers, college students, parents, and teens.

Project Duration:

July 2021 - August 2021

Project Overview

The Problem:

Users responded stating the app was not intuitive, should have more quick click features, and was lacking customization/tailoring to the user.

The Goal:

Our Grounded app will let users receive accurate order status updates and recommendations which will affect how promptly users receive their orders and experience our menu items by tailoring user experience to each individual user. We will measure effectiveness through tracking every five responses of the new quick review feature.

Project Overview

My role:

Lead UX Designer, UX researcher, etc.

Responsibilities:

User research, wireframing, prototyping, mobile, etc.

Understanding the User

User research

Personas

Problem Statements

User Journey Maps

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User Research: Summary

In order to best understand the users this app was designed for, I conducted interviews and created empathy maps. Primary user group identified through research are remote workers and college students.

This user group confirmed initial assumptions about Grounded customers, but research also revealed that accurate notifications was not the only factor limiting users from ordering via mobile. Other user problems included overall intuitive design, app tailoring based on user order history, and mobile payment options that made it difficult for users to place orders via mobile app.

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User Research: Pain Points

1

Pain point

Mobile users cannot maximize an app's features if it is not intuitive.

2

Pain point

The inability to access previous orders makes quick re-ordering not an option.

3

Pain point

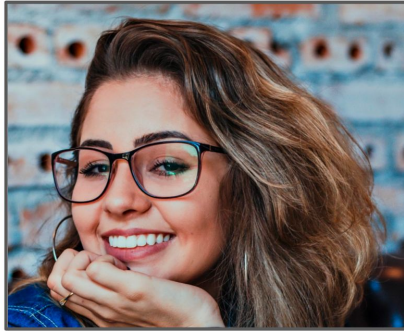Apps that cannot adapt to user preferences diminish the relationship established between brand and user.

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Pain point

Inaccurate notifications can affect the quality of order based on when the customer receives it.

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Persona: **Maisy Martin**

Problem Statement:

Maisy Martin is a full-time engineer and student who needs accurate alerts informing her when her order is ready for pick up because she needs to focus on her remote work/studies and not the order counter.

"I love cozy atmospheres surrounded by strangers to help me feel most productive and purposed!"

Goals
- To complete her Master's degree
- Land a promotion
- Maximize time management and workload efficiency

Frustrations
- "The app is not intuitive to place orders from my phone"
- "When things are busy, I'd like to have an accurate estimated time until my drink is completed so I can plan on that and focus on work."

Maisy Martin

Age: 24
Education: Bachelor's
Hometown: Southern California
Family: Single
Occupation: Remote Engineer

Maisy is currently completing her Master's Degree virtually while simultaneously performing her full-time remote Engineer job. She likes to get out of the house to do her studies and work to experience the world around her for motivation and inspiration.

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Persona: **Stan Smith**

Problem Statement:

Stan Smith is an adventurous, albeit busy, teacher and father who needs recommendations for new items to try because he enjoys ordering new things and leaving feedback.

Stan Smith

Age: 39
Education: Master's
Hometown: Central California
Family: Married, 3 Kids
Occupation: Teacher

"When I work I'm wishing I was with family, and when I'm with family I always end up needing to work."

Goals
- To become principal
- To spend more time with my kids
- To be more adventurous

Frustrations
- "I wish it could remember previous orders and give me recommendations of things I might like based on previous orders."
- "I wish I could thumb up or down my last order - quick review"

Stan is currently a high school teacher aspiring to be principal. He is a family man and loves taking his wife and kids to family-friendly atmospheres for a treat.

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User Journey Map

Mapping Maisy's user journey revealed how useful it would be to select when an order should be ready as well as receive a notification when her order is ready to be picked up.

Persona: Maisy Martin

Goal: Order my drink and receive estimated time to counter so I know when to walk over from the bookstore to my fresh cup of coffee without waiting. Receive text when order is on the counter.

ACTION	Place Order	Go to Cafe	Wait for Order	Order Pick Up	Review Order
TASK LIST	Tasks A. Review menu B. Select order C. Place order	Tasks A. Walk over to cafe from bookstore B. Check counter for order just in case	Tasks A. Find seat B. Notify app when arrived C. Begin work and wait for text when order is ready	Tasks A. View order ready text B. Pick up order C. Grab napkins	Tasks A. Enjoy order B. Collect rewards points C. Begin work/studies
FEELING ADJECTIVE	Excited for coffee Eager to set up shop and begin work	Anxious to ensure pace aligns with the estimated time of arrival selected – giving enough time to set up then pick up fresh order	Focused and ready to get to work/school	Thrilled to have the long-awaited order as work and studies begin!	Relaxed and calm knowing review can be given quickly without taking time away from work/studies
IMPROVEMENT OPPORTUNITIES	Create recommended drink orders I may like based on previous orders	Create app feature where I can select my ETA so that order is ready when I arrive; or select time I would like order ready	Wait time more accurate according to estimated order completion in app;	Digital signs showing order names ready on the counter for the hearing impaired	Create quick review feature on app for timing, order, and quality

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Starting the Design

Paper wireframes
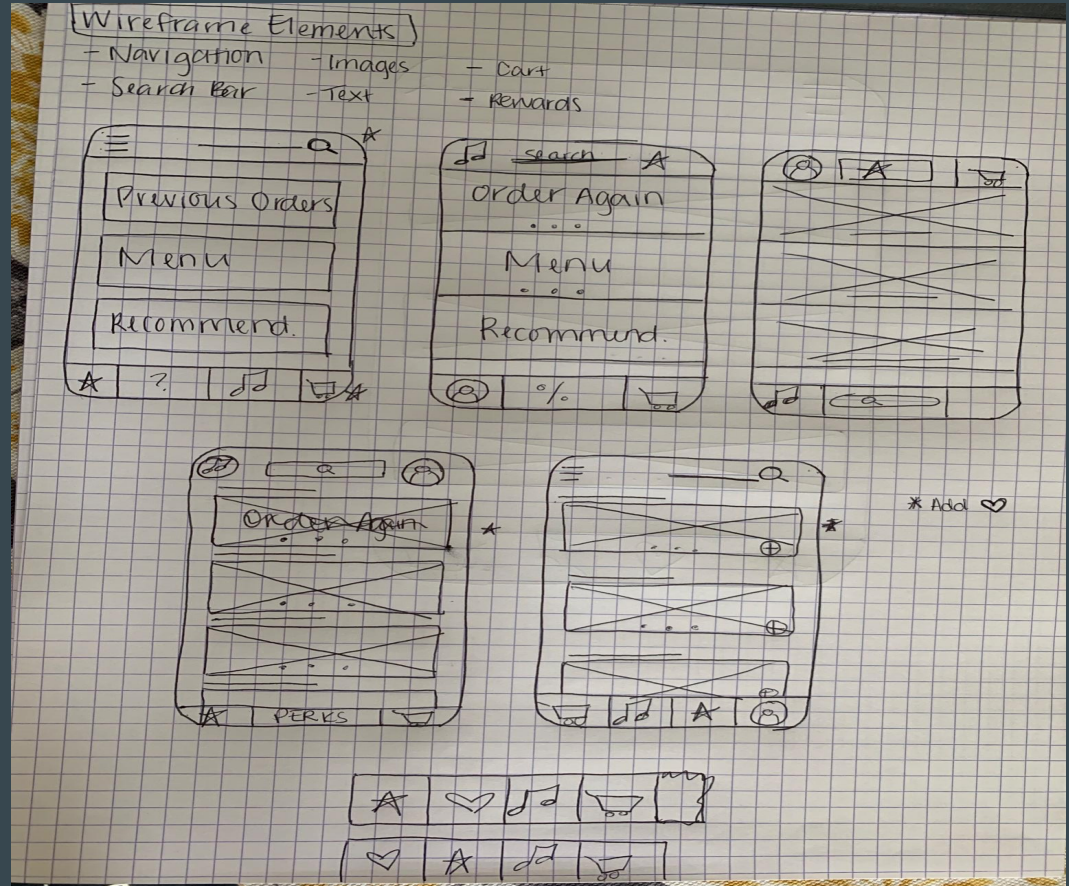
Digital wireframes

Low-fidelity prototype

Usability studies

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Paper Wireframes

Drafting iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the homepage, I prioritized a simple order again process to help returning users.

Stars were used to mark elements of each sketch that would be used in the initial digital wireframes.

Digital Wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from user research.

Featuring the Order Again option first makes it fast and easy for returning users to repeat their usual orders.

This section provides users with an opportunity to try new items based on their order history.

GROUNDED

MY ORDER

ORDER AGAIN

RECOMMENDED FOR YOU

BARISTA'S PICKS

Google

Digital Wireframes

Easy navigation and an overall focus on intuitive design were essential to address in the design.

Review Page

REVIEW ORDER

Have Order Ready in [ ] Minutes
● Apply Rewards Points

ORDER TOTAL

PROCEED TO DELIGHT

A consistent bottom bar allows for easy access navigation.
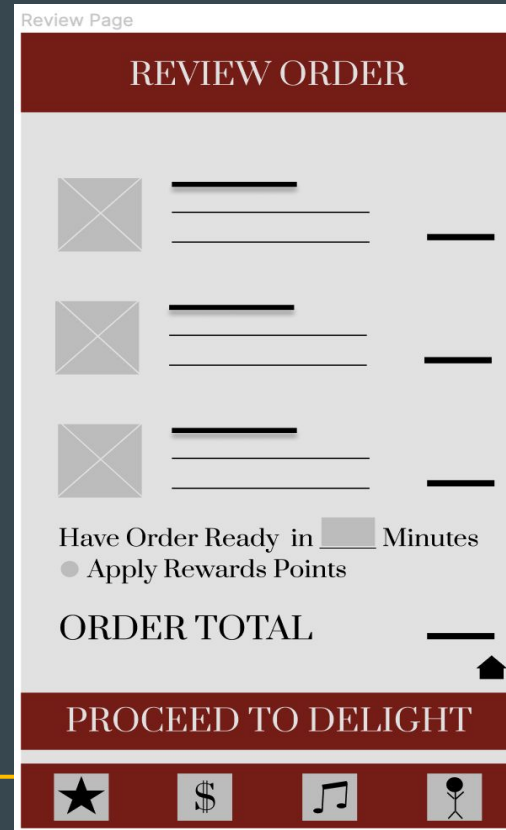
A quick button to return home makes it easy for users to go back to the homepage.

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Low-Fidelity Prototype

The low-fidelity app prototype for Grounded was tested and can be viewed [here](#).

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Usability Study: Findings

We are updating this app to allow Grounded customers to receive their order on schedule as well as tailor the app to adapt to users' preferences to provide accurate recommendations based on their previous orders. The Research Goals were to determine whether "Recommended" items are accurate and if the "Have Drink Order Ready By" feature is something users will positively respond to.

Round 1 findings

1. Navigation not straightforward

2. Full Menu difficult to find

3. Back arrow would be convenient

Round 2 findings

1. Member Login & Guest User start page

2. Apply rewards points to total

3. Tabs to enhance menu navigation

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Refining the design

Mockups

High-fidelity prototype

Accessibility

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Mockups

Early designs allowed for one scrollable menu, but after the usability studies, I added navigation tabs so that users can jump to the portion of the menu they desire rather than scrolling through one long menu list.
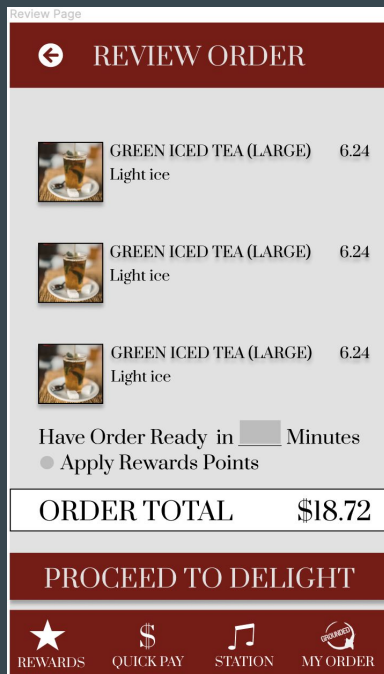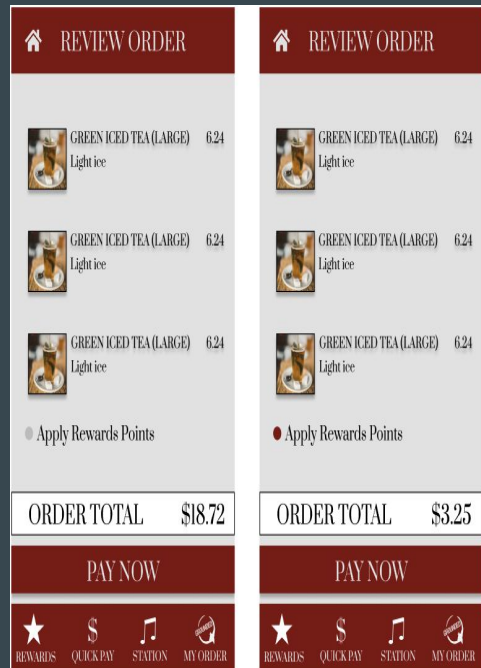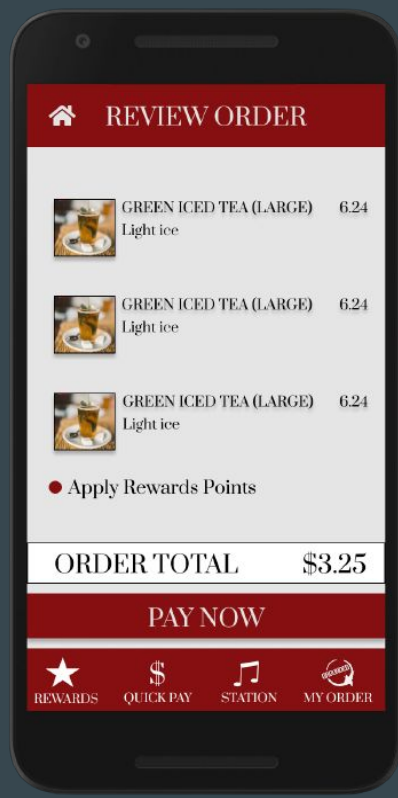
Before usability study

After usability study

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Mockups

Early designs allowed for a "Have order ready" feature and an option to apply rewards ,
but after the usability studies, I removed the "Have order ready" option. I also revised the "Apply rewards" design so users see the discount applied when they use their rewards.
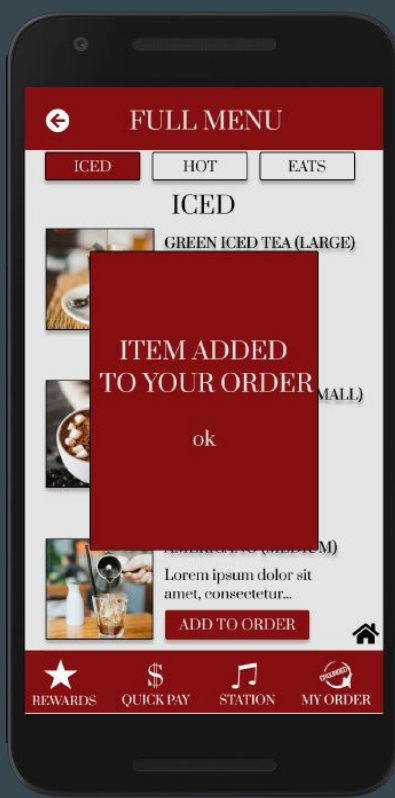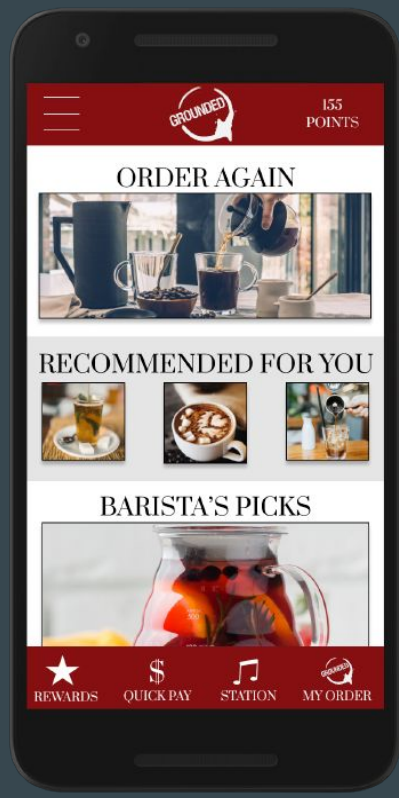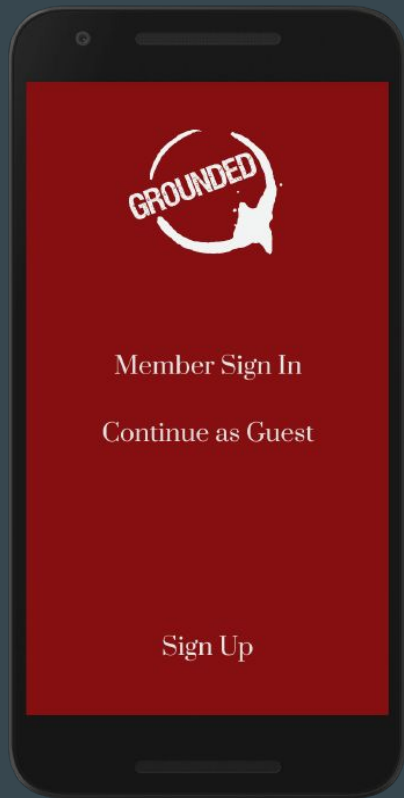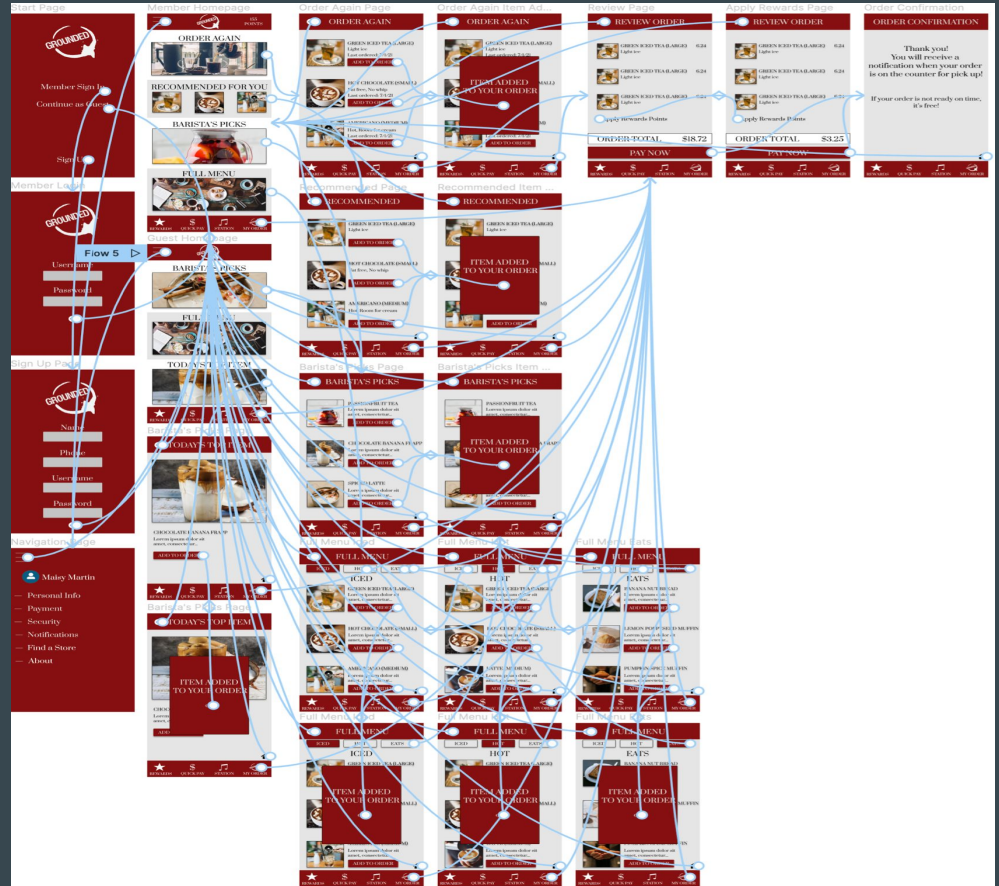
Google

Mockups

Google

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for navigating featured items and checkout. It also met user needs for member rewards and perks as well as more customization.

View the Grounded

[high-fidelity prototype](#)

Accessibility considerations

1

Added alt text to images for screen readers to provide access
to users who are vision impaired.

2

Used icons to assist with easier navigation.

3

Used detailed imagery for beverages and foods to help all users
better understand the items they were ordering.

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Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app allows users to receive instant notifications upon order completion while simultaneously tailoring itself to each user to provide recommendations based on previous orders.

What I learned:

While designing the Grounded app, I learned how to utilize the Figma platform in order to develop a dynamic and intuitive mobile app. The Usability Studies and feedback coupled with Competitors' Audit greatly influenced each iteration of the app's designs.

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Next steps

1

Develop final item detail pages when placing an order, profile pages, and link bottom navigation bar icons.

2

Conduct a final round of usability studies to determine if key pain points have been addressed and overall goals have been achieved.

3

Conduct a final round of user research and competitor audits to determine if there are any new key areas of need.

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Let's connect!

Thank you for your time reviewing my work on the Grounded app! If you'd like to see more or get in touch, my contact information is provided below.

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