

# CoffeeHouse App

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Jackeline Tejada

# Project overview



## The product:

Coffee House App is a mobile application designed to enhance the coffee ordering experience by providing a seamless and efficient way for users to browse menus, customize their drinks, and place orders ahead of time.



## Project duration:

*November 2024 – February 2025*



# Project overview



## The problem:

Customers often experience long wait times, misplaced orders, and difficulties in placing multiple orders efficiently. Users like Anika, who need to order in bulk, struggle with apps that limit the number of simultaneous orders. Additionally, in-person customers like Anita face accessibility challenges and encounter issues such as missing or delayed orders, affecting their overall experience.



## The goal:

The goal of CoffeeHouse App is to create a seamless and accessible ordering experience that accommodates multiple orders efficiently while ensuring accuracy and speed. The app aims to enhance accessibility for in-store and digital customers, reducing order errors and optimizing the purchasing process for both bulk and individual buyers.

# Project overview



## My role:

As the **Lead UX Designer and Researcher**, I was responsible for conducting user research, analyzing pain points, and designing an intuitive and accessible ordering experience. My role focused on improving the app's usability through user-centered design strategies.



## Responsibilities:

- **User Research & Competitive Analysis** – Conducted research on target users, analyzed direct and indirect competitors, and identified key user pain points.
- **Personas & Problem Statements** – Developed user personas and problem statements to align design solutions with real user needs.
- **User Journey Mapping & Information Architecture** – Created journey maps to visualize user flows and structured the app's information hierarchy for better navigation.
- **Wireframing & Prototyping** – Designed low and high-fidelity wireframes and interactive prototypes to test usability.
- **Usability Testing & Iteration** – Conducted usability testing and refined the design based on user feedback and insights.

# Understanding the user

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

# User research: summary



For this project, I conducted **user research through competitive analysis, user interviews, and journey mapping** to identify pain points and opportunities for improvement. Initially, I assumed that the main issue was long wait times; however, after research, I discovered that users also struggled with order accuracy, accessibility, and bulk ordering limitations. This insight led me to focus on creating a seamless and inclusive ordering experience that prioritizes efficiency and user needs.

# User research: pain points

1

## Pain point

### **Order Accuracy Issues**

*Users frequently experience missing or incorrect orders, leading to frustration and dissatisfaction. To address this, the app will implement a clear order confirmation system and real-time tracking to reduce errors.*

2

## Pain point

### **Long Wait Times**

*Customers often face long wait times, especially during peak hours. The app will introduce pre-ordering and scheduled pickup options to streamline the ordering process and reduce waiting.*

3

## Pain point

### **Bulk Ordering Limitations**

*Users like Anika struggle with placing multiple orders at once, as many apps limit the number of simultaneous transactions. To solve this, the app will include a bulk-ordering feature that allows users to manage large orders efficiently.*

4

## Pain point

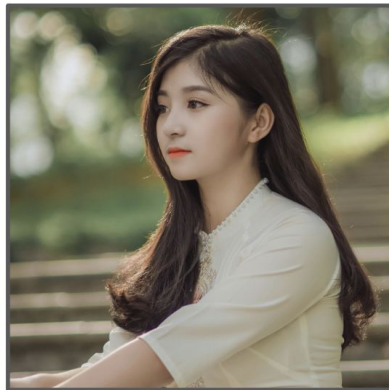
### **In-Store Accessibility Challenges**

*Mila faces difficulties ordering in-store due to limited accessibility and communication issues. The app will offer a user-friendly interface with voice-assisted ordering and order tracking to improve her experience.*

# Persona: Anika Smith

## Problem statement:

Anika is a **busy marketing professional** who needs a **more efficient way to place bulk coffee orders** because she often orders for her team and encounters limitations in current ordering apps.



ANIKA SMITH

**Age:** 32

**Education:** Bachelor's in Business Administration

**Hometown:** San Francisco, CA

**Family:** Lives with her fiancé and a dog

**Occupation:** Marketing Manager at a tech company

*"I need a simple and efficient way to order multiple drinks without the hassle of placing separate orders."*

## Goals

- Order multiple drinks efficiently in a single transaction.
- Customize orders easily without confusion.
- Reduce wait times for pickup.

## Frustrations

- Most apps **limit bulk orders** or require multiple transactions.
- **Miscommunication** at pickup leads to missing drinks.
- **Long wait times** delay her busy schedule.

Anika loves starting her day with a fresh cup of coffee, but her mornings are hectic. As a marketing manager, she frequently places bulk coffee orders for her team, but most apps have limitations on the number of drinks she can order at once. This results in multiple transactions, wasted time, and confusion when picking up orders. She needs a **seamless, efficient ordering system** that allows her to order in bulk, customize drinks easily, and ensure accuracy without delays.



# Persona: Mila Torres

## Problem statement:

Mila is a **busy working mother** who needs a **more accessible and reliable in-store ordering experience** because she often faces long wait times and miscommunication when picking up her orders.



Mila Torres

**Age:** 39

**Education:** High School Diploma

**Hometown:** Houston, TX

**Family:** Married with two kids

**Occupation:** Customer Service Representative

*"I just want my coffee order to be ready when I arrive, without any confusion or missing items."*

## Goals

- Place her order quickly and efficiently in-store.
- Avoid confusion and misplaced orders.
- Have a system that tells her when her drink is ready.

## Frustrations

- **Long wait times** make her late for work.
- **Miscommunication at pickup** leads to missing orders.
- **Lack of accessibility features** makes ordering harder.

Mila is always on the go. Between juggling her kids' school drop-offs and getting to work on time, she doesn't have much room for delays. Every morning, she stops by her favorite coffee shop to grab her usual order, but **the in-store ordering process is frustrating**. Sometimes, her order is misplaced, and other times, she waits too long in line only to realize her drink isn't ready. She needs a **more accessible, organized system** that allows her to place her order quickly, ensure accuracy, and track when it's ready for pickup.

# User journey map

The User Journey Map was created to analyze and understand the step-by-step experience of Anika and Mila when ordering coffee. By mapping out their journey, I identified key pain points such as order accuracy, wait times, and accessibility challenges. This process helped me visualize user frustrations and opportunities for improvement, guiding the design of a more efficient and inclusive ordering system.

By incorporating this journey into the design, the CoffeeHouse App ensures a seamless experience by addressing specific user needs through intuitive navigation, bulk-ordering features, and accessible in-store solutions.

## Persona: ANIKA

Goal: Order coffee online using the app.

ACTION	Order the coffee through the App	Find the nearest coffee location closest to your address	Find the right coffee shop	Ask for your order	Take your order	checkout
TASK LIST	Tasks A. Open the app B. Login C. Explore Menu and choose drink	Tasks A. search for close location B. Select store near you C. Store hours and available products	Tasks A. make sure is the right location B.confirm purchase C.paid in advance	Tasks A. Make a line B. Ask bartender where is your order C. Search for orders that are ready	Tasks A. Check label of coffee B. Verify is your name C. take your coffee	Tasks A. check receipt B. 10 minutes walk sipping coffee C.email confirmation receipt
FEELING ADJECTIVE	<ul style="list-style-type: none"><li>Excited coffee craving</li><li>In a hurry</li></ul>	<ul style="list-style-type: none"><li>Happy</li><li>Hopeful</li></ul>	<ul style="list-style-type: none"><li>Neutral</li><li>Satisfied</li></ul>	<ul style="list-style-type: none"><li>Frustrated</li><li>Overwhelmed</li></ul>	<ul style="list-style-type: none"><li>cautious</li><li>Glad</li><li>Alert</li></ul>	<ul style="list-style-type: none"><li>Happy</li><li>Excited</li></ul>
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"><li>Better way at finding products</li></ul>	<ul style="list-style-type: none"><li>Better wayfinding</li><li>Accessibility key on map app</li></ul>	<ul style="list-style-type: none"><li>Faster transaction</li></ul>	<ul style="list-style-type: none"><li>Improved customer service process</li></ul>	<ul style="list-style-type: none"><li>Ensure baristas announce names for ready orders</li></ul>	<ul style="list-style-type: none"><li>Better checkout experience</li></ul>

## Step 1

**Add each action in the journey  
until the user reaches their goal**

# Persona: ANIKA

Goal: Order coffee online using the app.

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5	Action 6
TASK LIST						
FEELING ADJECTIVE						
IMPROVEMENT OPPORTUNITIES						

# Persona: ANIKA

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TASK LIST						
FEELING ADJECTIVE						
IMPROVEMENT OPPORTUNITIES						

## **Step 2**

**Add descriptions for each action**

**What tasks does the user have to do?**

# Persona: ANIKA

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FEELING ADJECTIVE						
IMPROVEMENT OPPORTUNITIES						



## **Step 3**

**Add how the user feels at each point**

**Guesstimates are okay!**

# Persona: ANIKA

Goal: Order coffee online using the app.

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IMPROVEMENT OPPORTUNITIES						

## **Step 4**

**Add opportunities for improvement**

**This is where new ideas may come from!**

## Persona: ANIKA

Goal: Order coffee online using the app.

[illegible]

# Persona: ANIKA

Goal: Order coffee online using the app.

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**Congratulations!**

**The journey map is complete!**

## Step 1

**Add each action in the journey  
until the user reaches their goal**



# Persona: MILA

Goal: Order coffee for multiple co-workers in Person.

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5	Action 6
TASK LIST						
FEELING ADJECTIVE						
IMPROVEMENT OPPORTUNITIES						

# Persona: MILA

Goal: Order coffee for multiple co-workers in Person.

ACTION	Order multiple orders in person	Find the nearest coffee location closest to your job	Find the right coffee shop	Ask for your orders	Take out your orders	checkout
TASK LIST						
FEELING ADJECTIVE						
IMPROVEMENT OPPORTUNITIES						

## **Step 2**

**Add descriptions for each action**

**What tasks does the user have to do?**

# Persona: MILA

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## **Step 3**

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## **Step 4**

**Add opportunities for improvement**

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# Congratulations!

## The journey map is complete!

Creating Personas, User Stories, and User Journeys to Design Accessible and Inclusive Experiences.