

CoffeeHouse Website Design

Camila Gilbert
UX Designer

Project overview



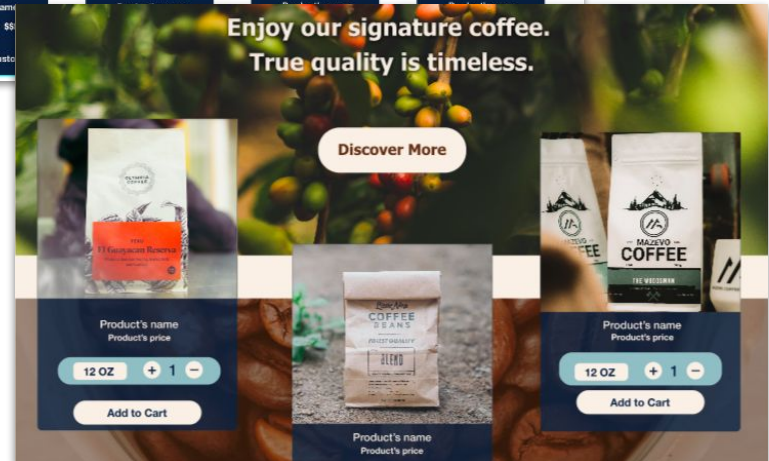
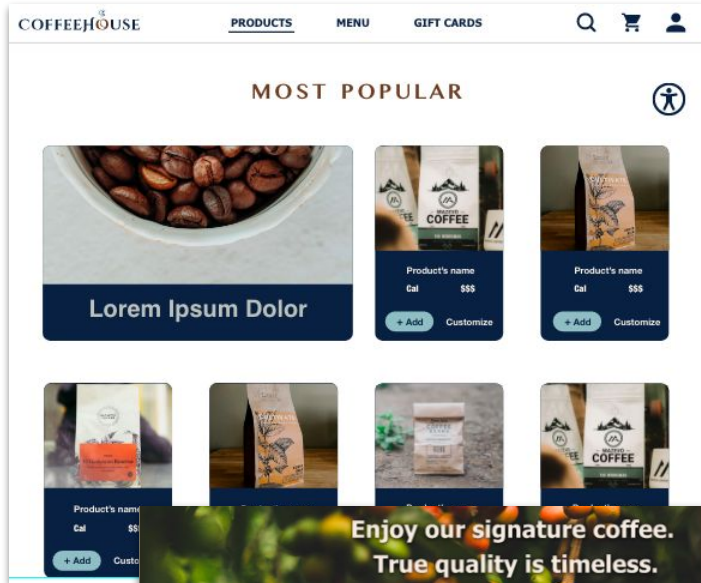
The product:

CoffeeHouse is an international coffee store chain with locations in New York, Chicago, San Francisco, Cleveland, London, Nantes, Reykjavik, and more. It aims to serve quality coffee with local flair. Their specialty drinks are made to order at their counter. For each of the cities they currently operate in.



Project duration:

August 2023 to September 2023



Project overview



The problem:

Users want to be able to see all the available products and place orders from different devices including their laptops.



The goal:

Design a website for CoffeeHouse that allows users to easily find the signature products and place different kinds of orders, including group orders, and get warm and fresh coffee.

Project overview



My role:

UX designer designing a responsive website for the CoffeeHouse to allow their client to find all their available products and buy them.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility and iterating on designs.

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who find it confusing and sometimes difficult to buy and place an online order

User research: pain points

1

Lack of options

Platforms for ordering food don't offer enough order options for the user to choose

2

Efficiency

Placing an online order is confusing and complicated.

3

Time

Working adults are too busy to deal with long waits

Persona: Name

Problem statement:

Silvia goes to the CoffeeHouse at least twice a week to work from there with her laptop, she needs a way to place an order from her laptop without getting too distracted from work.



Silvia

Age: 38

Education: College Graduate

Hometown: Cleveland

Family: Wife and mom of 2 girls

Occupation: Marketing manager

“Working when I am in a cozy environment outside my home helps me being more productive ”

Goals

- Get a strong Wi-Fi connection and comfortable seating
- Make the ordering process more efficient for dine in customers

Frustrations

- “I wish there was a way to place an order from my laptop”
- “Sometimes I feel I am wasting time waiting in line for my order”

Silvia is a hard working wife and mom of two girls, she works full time from home and enjoys to spend time with her family when she is done working, her family is her priority. Silvia likes to go to CoffeeHouse to work because she feels that time goes faster when she works outside her house while she enjoys some warm coffee and pastries.

User journey map

Mapping Silvia's user journey revealed how helpful it would be for users to have access to a dedicated CoffeeHouse website with the option of making different kind of orders..

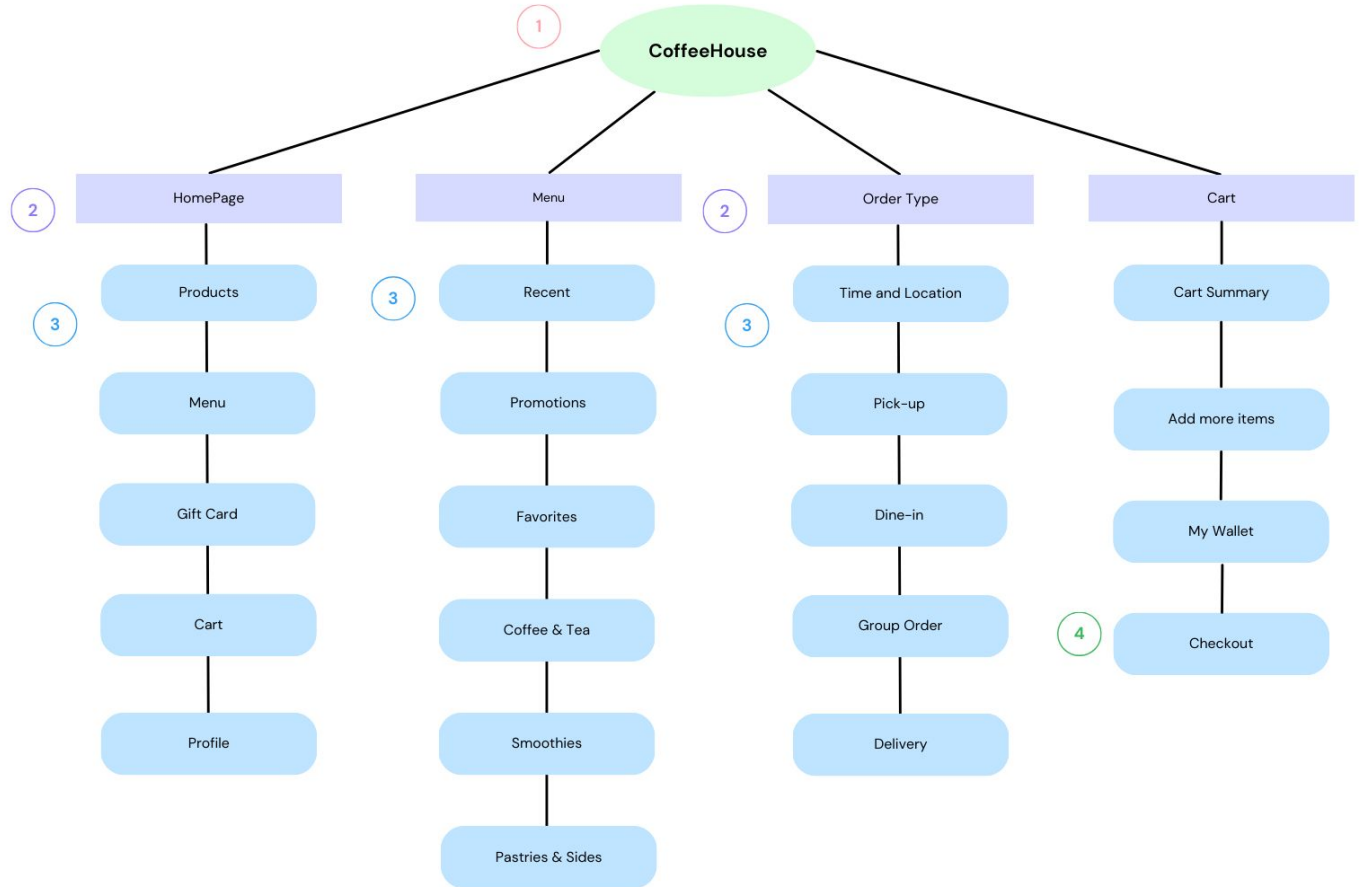
Persona: Silvia

Goal: A fast and easy way to place orders

ACTION	Select order method	Start Order	Add items	Checkout	Get the order
TASK LIST	Tasks A. Open Website B. Browse the homepage C. Select order method	Tasks A. Choose order location B. Choose date and time C. Browse Menu	Tasks A. Add items to the cart B. Customize items C. Go to shopping cart	Tasks A. Check the order summary B. Choose payment method C. Make the payment	Tasks A. Wait for the order to be ready B. Make sure the order is complete and warm
FEELING ADJECTIVE	<ul style="list-style-type: none">• Curious• Stressed	<ul style="list-style-type: none">• Intimidated• Excited	<ul style="list-style-type: none">• Curious	<ul style="list-style-type: none">• Cautious• Confused	<ul style="list-style-type: none">• Alert• Stressed
IMPROVEMENT OPPORTUNITIES	Get different order methods reachable for the user	Get the user to choose a location and time for their order	Give the user easy access to the menu and to the shopping cart	Give the user an accurate waiting time and an electronic payment method	Have order ready, warm and complete

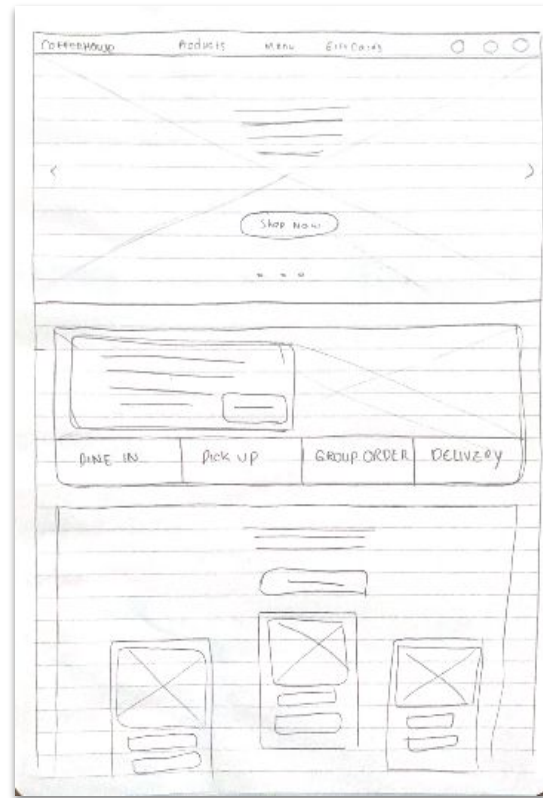
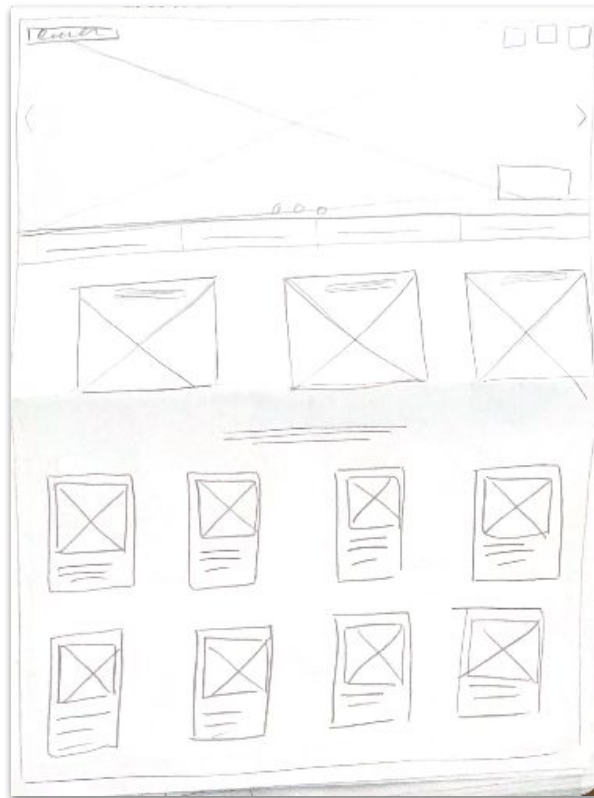
Sitemap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap. The structure I chose was designed to make things simple and easy.



Paper wireframes

Next, I sketched out paper wireframes keeping the user pain points about navigation and browsing flow in mind. The home screen paper wireframe variations to the right focus on optimizing the browsing experience for users.



Paper wireframe screen size variation(s)

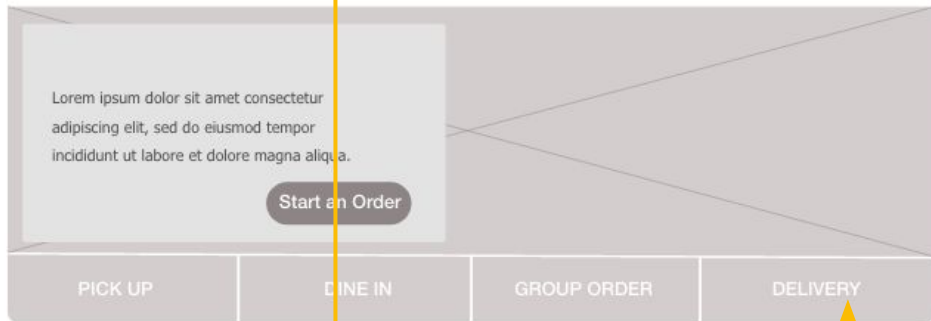
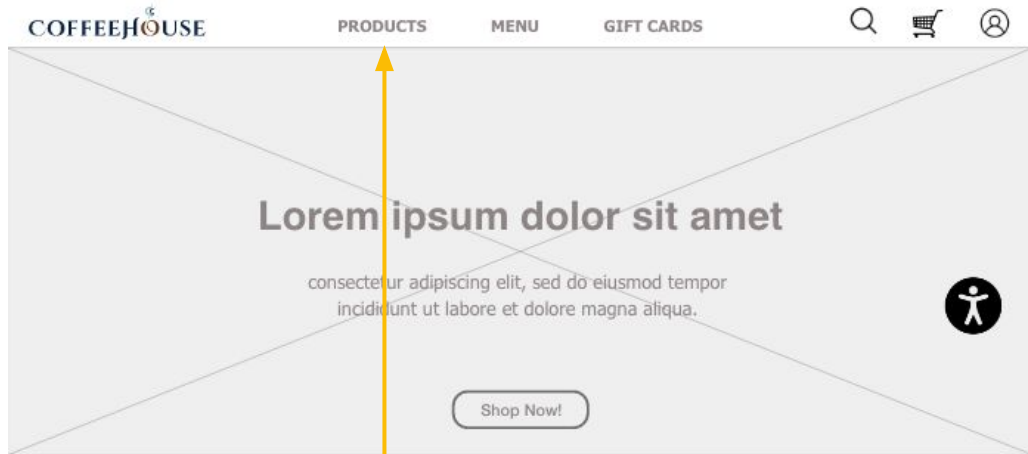
Because CoffeeHouse's customers access the site on a variety of different devices, I started to work on designs for additional screen sizes to make sure the site would be fully responsive.



Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

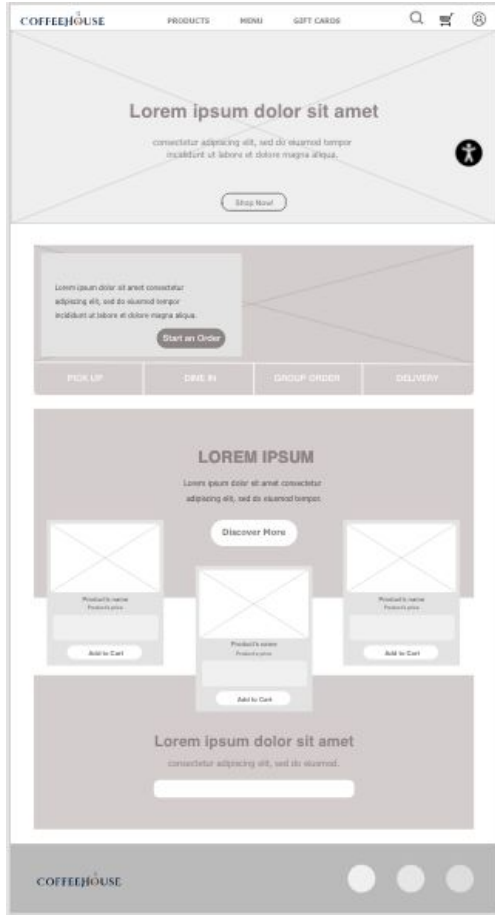
Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy.



Easy access to
Products and
Menu

Easy access to different
type of orders

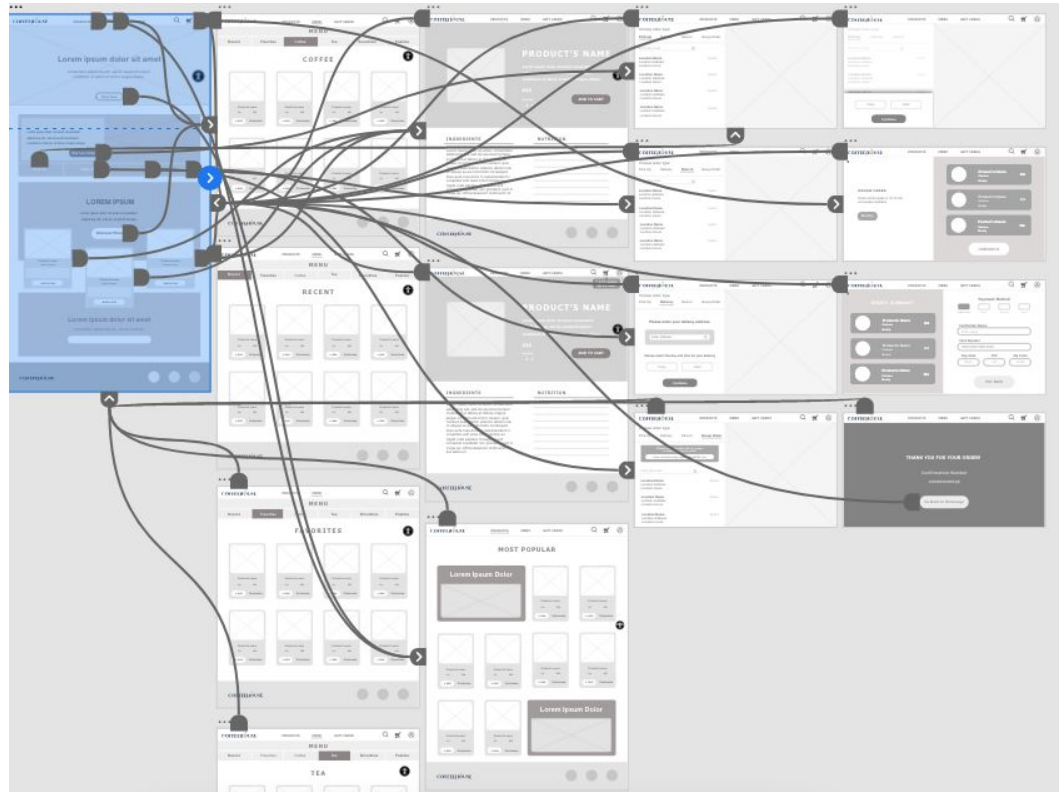
Digital wireframe screen size variation(s)



Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.

View [CoffeeHouse low-fidelity prototype](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

4 participants



Length:

20-30 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Cart

Users were confused when adding an item to the cart because they weren't sure if the item was added

2

Location

Users need a way to find the nearest store from their location

3

Checkout

Users want a safe payment method and have different options to pay

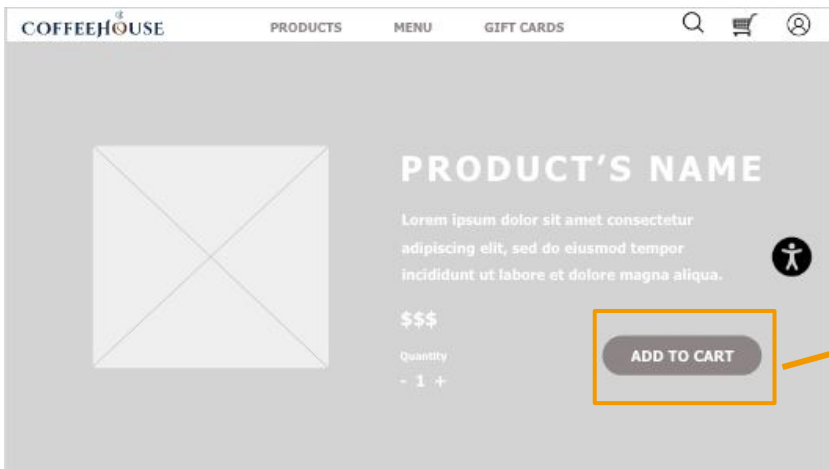
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

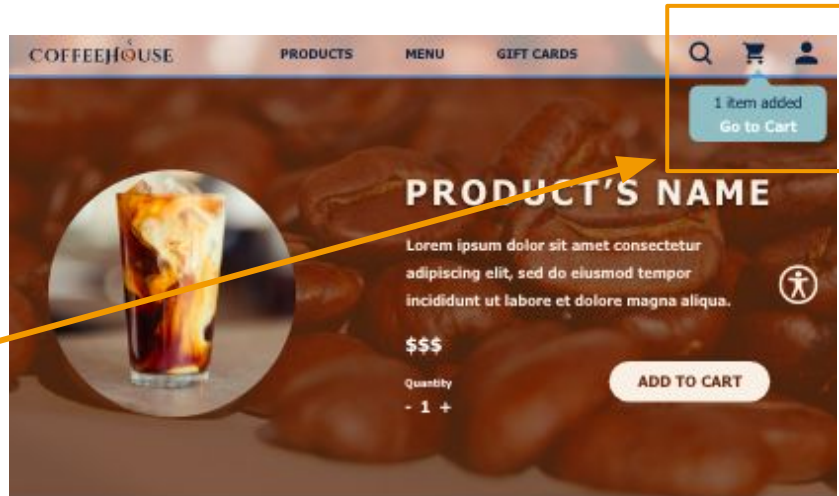
Mockups

Based on the insights from the usability study, I made changes to improve the site's checkout flow. One of the changes I made was to make visible the cart every time an item is added.

Before usability study



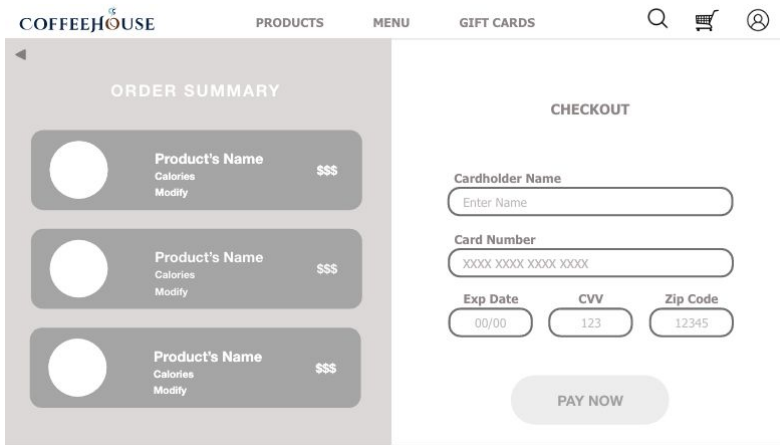
After usability study



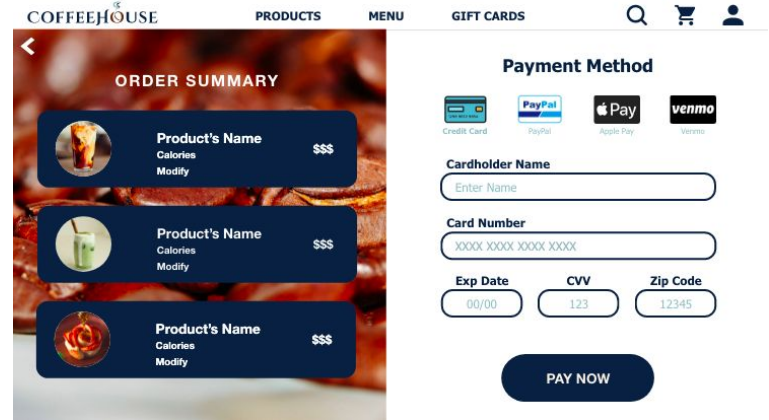
Mockups

For the users it is important to have different payment options, I added a few payment methods for users to choose the best option for themselves

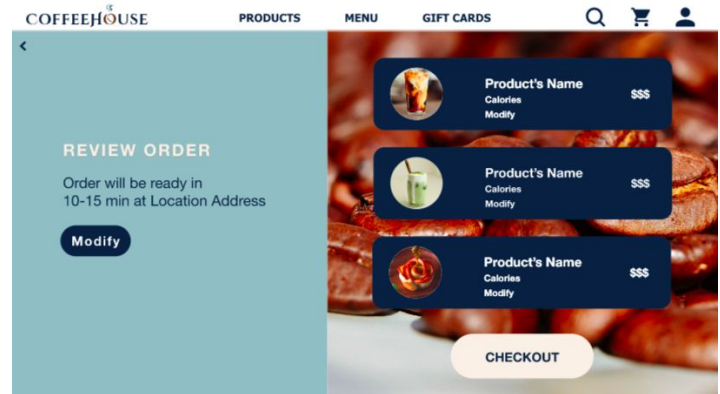
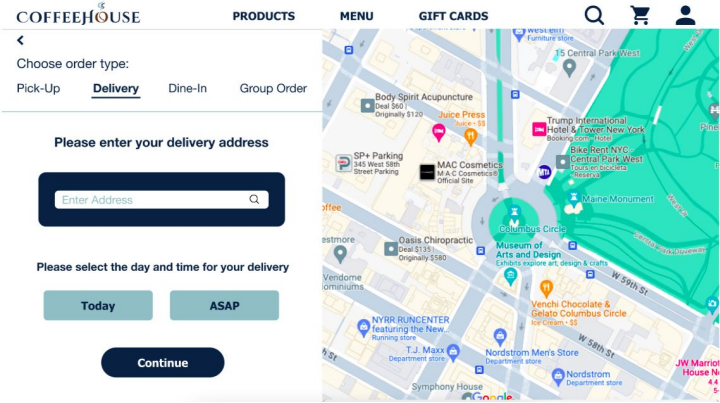
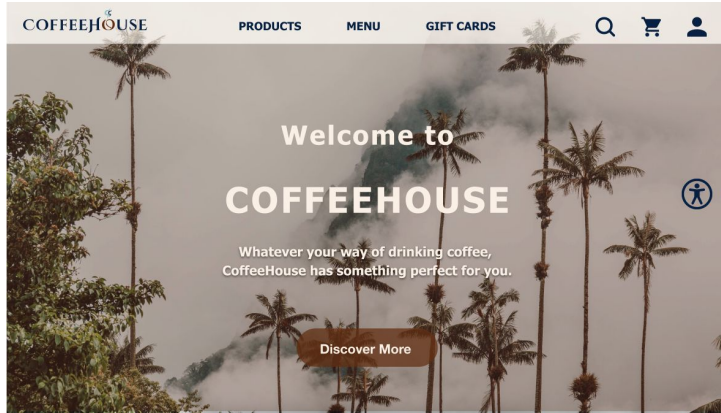
Before usability study



After usability study

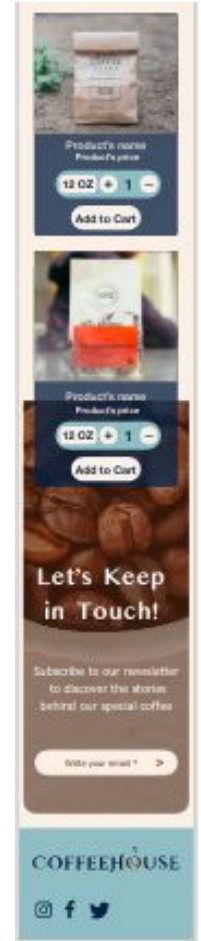
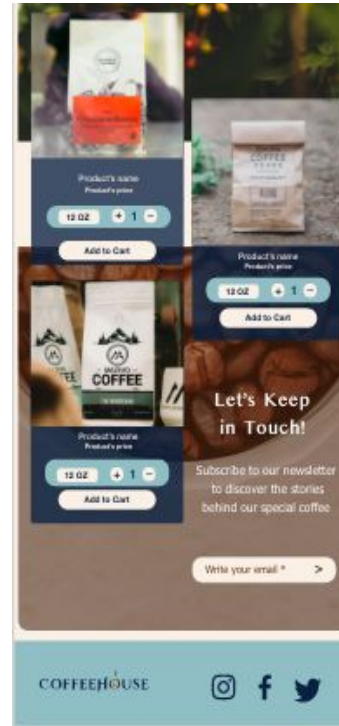


Mockups: Original screen size



Mockups: Screen size variations

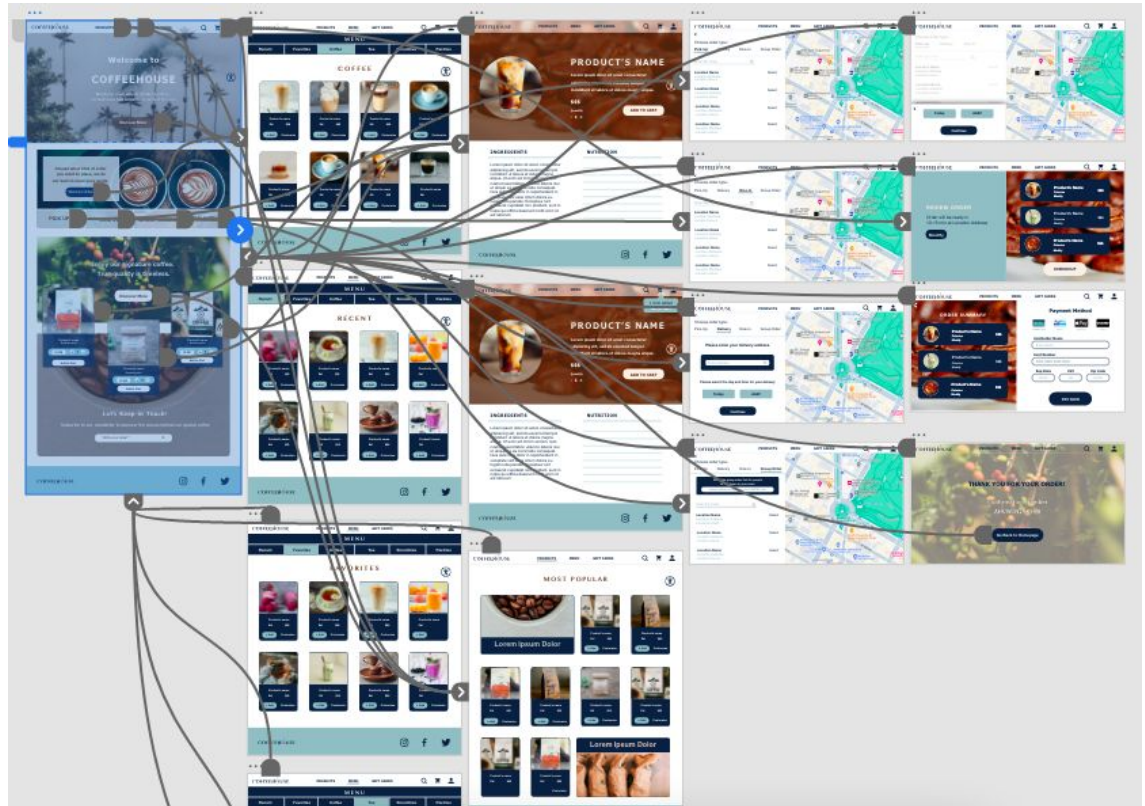
I included considerations for additional screen sizes in my mockups based on my earlier wireframes. Because users shop from a variety of devices, I felt it was important to optimize the browsing experience for a range of device sizes, such as mobile and tablet so users have the smoothest experience possible.



High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study.

View [CoffeeHouse high-fidelity prototype](#)



Accessibility considerations

1

Used icons to help make navigation easier

2

Used detailed imagery for products in the menu, and for each order type page to help all users better understand the designs.

3

Provided accessibility features easily reachable for users with disabilities.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The website makes users feel like CoffeeHouse really thinks about how to meet their needs.

One quote from participant:

“This website is so easy to navigate, I would love to see it as a functional website and see all the features working”



What I learned:

While designing the CoffeeHouse website, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each interaction of the app's design

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need

Let's connect!



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

Email: gcamilbert@gmail.com

Website: