

Meraki Coffee Roasters

Ahmed Mohamed Didi

Project overview



The product:

A mobile app for a coffee shop in Maldives that allows coffee fanatics to order their favourite specialty coffee to be delivered to their door or picked up from the store.



Project duration:

March 2021 to May 2021

Project overview



The problem:

busy workers who don't have time to get a coffee while at work.



The goal:

Designing an mobile app that allows you to get your favorite specialty coffee at your doorstep.

Project overview



My role:

UX Designer designing an app for a local coffee shop in the Maldives.



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 gain a deeper understanding of the users I'm creating for and their needs. During the research, working people who don't have time to have a coffee were identified as an important user category.

While the user group supported initial expectations regarding Meraki Coffee Roasters customers, research also revealed that time was not the only factor preventing users from enjoying specialty coffee at home. Getting a table at peak hours was difficult due to other users' responsibilities, demands, or challenges. I considered this and decided to include a reservation.

User research: pain points

1

Time

Working adults are too preoccupied with their jobs to visit a coffee shop.

2

Accessibility

The user requires hassle-free sign-up options.

3

Waiting periods

At peak hours, the coffee shop is completely packed, and customers must queue.

Persona: Aimi

Problem statement:

Aimi is a busy working adult who wants a specialty coffee because she doesn't have time to go to a coffee shop.



Aminath Mohamed

Age: 32
Education: College
Hometown: Maldives
Family: Single, lives with family
Occupation: Cafe Owner

"As a result of the pandemic, Cafe apps are being developed. I'm not acquainted with any of them, though."

Goals

- Specialty coffee can be ordered at work.
- make a reservation through app
- Ordering healthy meals in few clicks.

Frustrations

- Queue up to order.
- Wifi down at times
- Food was delivered without being heated.
- Coffee gets cold when served
- Noisy at times

Aminath owns and operates a café in the Maldives' Hulhumale. Owing to her hectic schedule, she often has to eat outside. There are just a few cafes that serve good coffee and snacks. I'm hoping that one day I'll be able to visit my favourite coffee shop or order a take-out coffee from the comfort of my own home.

User journey map

Mapping Aimi's user journey revealed how beneficial it would be for users to have an app for Meraki Coffee Roasters.

Persona: Aminath

Goal: ordering food with few clicks

ACTION	Get App	Take orders	Submit Order	Pickup Order	Visit survey
TASK LIST	Tasks A. Install app B. Signup C.select location	Tasks A. Check menu B. Find healthy meals and drinks C. place order	Tasks A. Can't edit order B. processing order takes time C. no pickup time	Tasks A. pickup from cafe B. No delivery C. Coffee missing	Tasks A. no order confirmation B. gave a promo flyer C. ask for a feedback
FEELING ADJECTIVE	Excited about using the app.	Amazed by the simple option for payments.	Frustrated Don't know when to go and collect order	Happy to collect order on my way home Frustrated as one item is missing.	Feeling thankful for the flyer with promo code delighted to share my experiences.
IMPROVEMENT OPPORTUNITIES	Rewards for recommending the app to family and friends	Option for requesting to add item in the menu.	Add pickup time and share receipt option along with editing order	In app QR code scan from the counter option	Rate the last order with a star rating feature.

Persona: Afzal

Problem statement:

Afzal travels to the Maldives 1-2 times a year to see his family. He is unaware of any app through which he can make a reservation for a place to work and have a coffee.



Hussain Afzal

Age: 42

Education: Bachelor's Degree

Hometown: Maldives

Family: Married, lives with family

Occupation: Network Specialist

"Apps are needed to make our lives easier."

Goals

- Hustle free ordering coffee and snacks
- E-wallet payments for cashless transactions during the pandemic
- High Speed internet for customers

Frustrations

- Coffee taste not consistent
- Too noisy at times
- Food was burnt.
- Coffee gets cold when the food is served.

Afzal is a self-employed 42-year-old Maldivian with dual citizenship in Australia and the Maldives. He travels to the Maldives twice a year to see his relatives. When he visits his family for the holidays, he has a tight schedule. He needs to be able to get coffee and snacks at his favourite cafe with ease.

User journey map

Mapping Afzal's user journey revealed how useful it would be for users to have a Meraki Coffee Roasters app and make reservations before visiting the cafe.

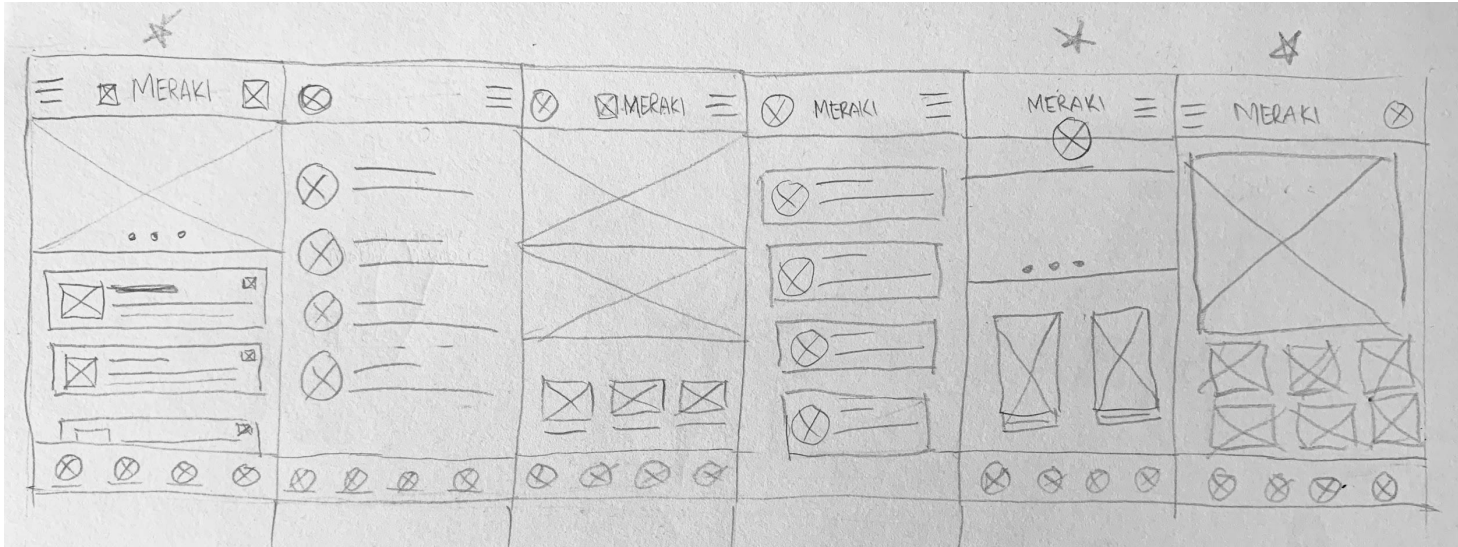
Persona: Afzal

Goal: *cafe with a workspace and a good wifi connection*

ACTION	Walk to cafe	Find a workspace	Submit Order	Waiting for Order	Submit take-away order
TASK LIST	Tasks A. Queue up to cafe B. Check wifi availability C. Take menu	Tasks A. Check menu B. Selecting meals C. place order	Tasks A. order reviewed B. checked payments methods C. Paid by credit card	Tasks A. Food was served B. Ordered for a coffee C. request for sugar	Tasks A. Asked for the menu B. Ordered a meal C. Waited 15 mins for order.
FEELING ADJECTIVE	Disappointed by the long queue. Pleased with specialty coffee Surprised by the service.	Surprised by the workspace.	Satisfied as order was reviewed.	Food was served surprisingly fast	Happy it was freshly made
IMPROVEMENT OPPORTUNITIES	Loyalty program for regular customers would be a great option for people like us	Needs more power points and network points	Need to add more payment options like e-wallets.	Notification for collecting orders by app or sms and time stamp	In app order submit option for take-aways food

Paper wireframes

Prioritize star wireframe drawings for use in digital prototypes. I chose the sixth sketch because it is by far the most accessible design for me.



Digital wireframes

First wire frame, I've decided to use only one sign up option which isn't accessible to some users.

Sign up option with phone number

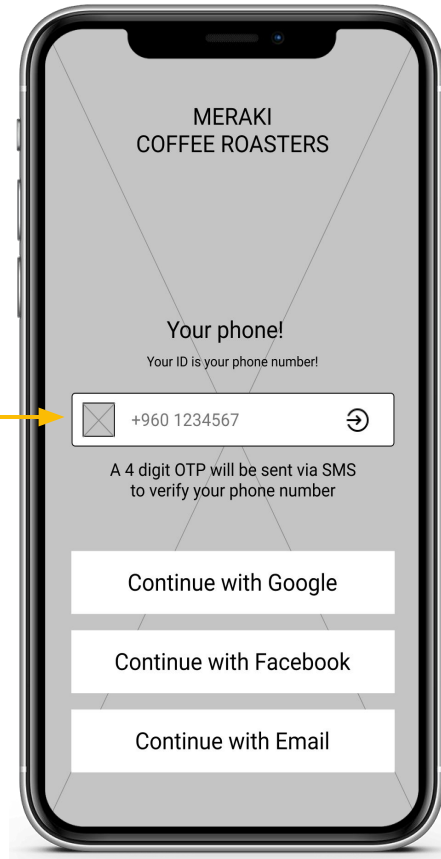


Coffee shop logo goes here

Digital wireframes

Updated login screen with more sign up option which will be more accessible for most users.

Sign up with
phone number

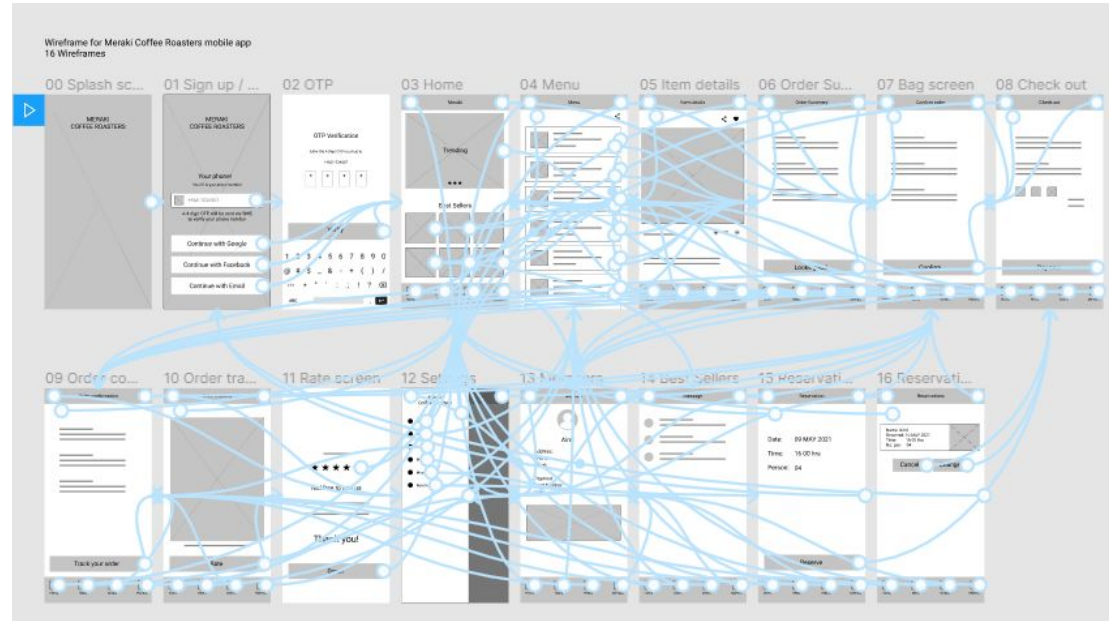


Social sign up
options

Low-fidelity prototype

Lo-Fi prototype of Coffee shop app
updated with new screens.

Link to the prototype: [Coffee shop app prototype](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Male', Maldives; remote



Participants:

5 participants



Length:

15 - 20 minutes

Usability study: findings

These were the primary findings of the usability study.

1

Efficiency

Users who wants to order specialty coffee from work or home.

2

Customization

Users wants a reservation option.

3

Convenience

Users are looking for a delivery option.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

I came up with a few actionable insights from the usability studies. One of them was to add more sign-up options to the app's home screen, making it easier for more users to sign up.

Before usability study



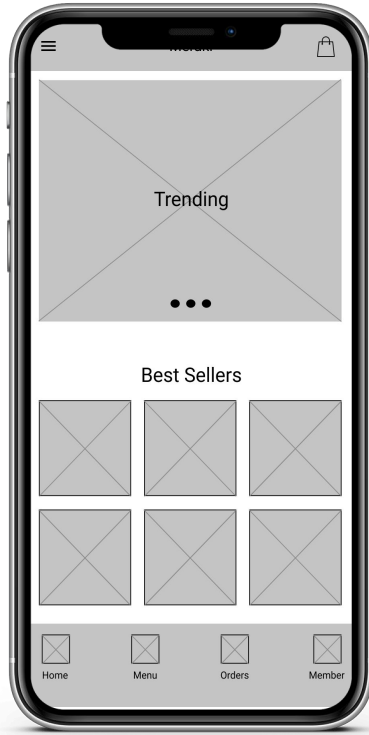
After usability study



Mockups

Another iteration was to make the interface more user-friendly by adding a scrolling feature for the best-selling items. This will assist the user in quickly locating fast-moving items.

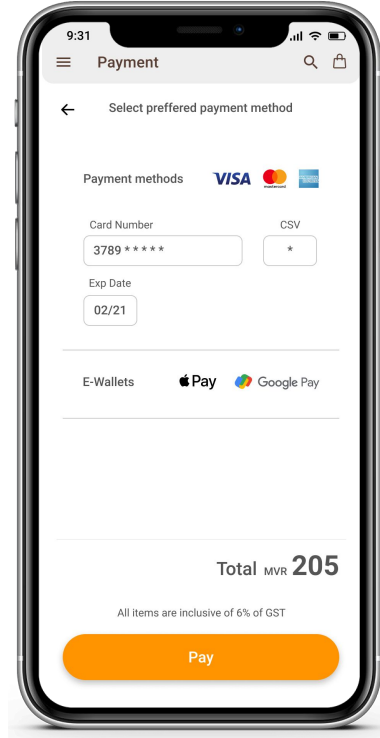
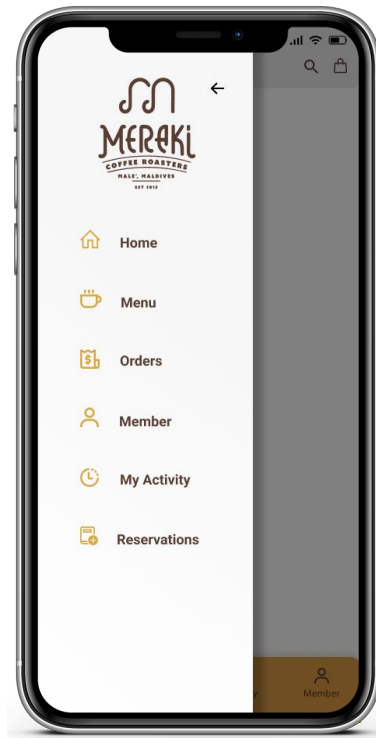
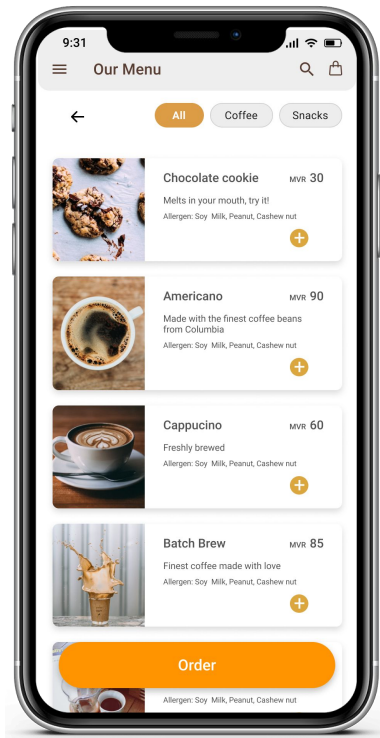
Before usability study



After usability study



Mockups

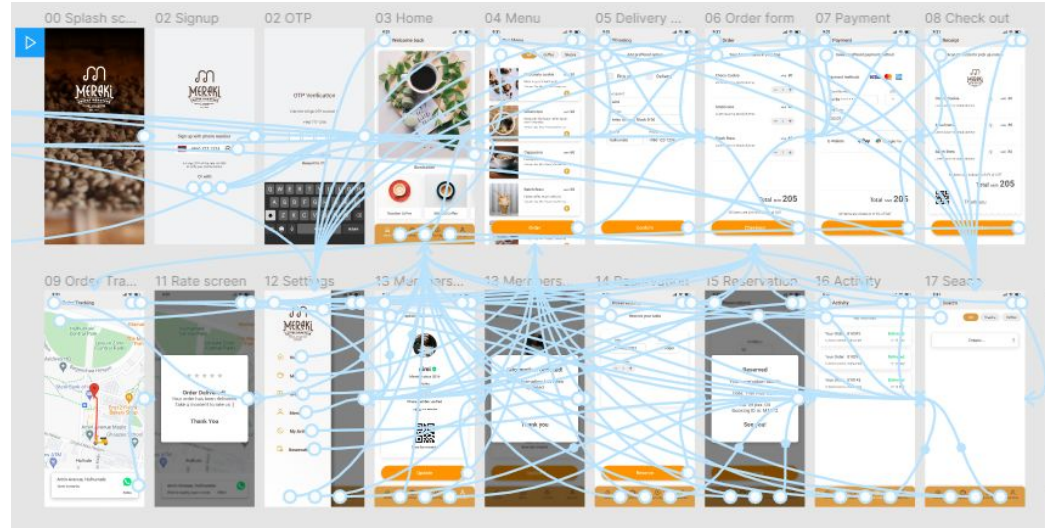


High-fidelity prototype

The Hi-Fi prototype adopted the same "Coffee shop ordering, reservation" user flow as the Lo-Fi prototype, but with design improvements based on the usability study's findings.

View Meraki Coffee Roasters app

[High-fidelity prototype.](#)



Accessibility considerations

1

I've added extra login choices after doing a usability study. When it comes to signing up, this gives people more options.

2

For those who must wait outside the coffee shop for an extended period of time, a reservation option has been added.

3

In the menu items, allergen information has been added. This will alert users to the things that they are allergic to.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app gives consumers the impression that the Meraki Coffee Roasters is truly concerned with meeting their needs.

One comment from a peer: "Now I can order my favourite coffee in a few clicks and have it delivered right to my house."



What I learned:

While designing the coffee shop app, I found that the initial app ideas are only the beginning of the process. Each iteration of the app's designs was inspired by usability studies and peer reviews.

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.

3

Keeping up with design inspiration and technology in order to keep up with the latest trends and applications.

Let's connect!



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

Email: amd@eszo.com

Website: amdcreations.com

Thank you!