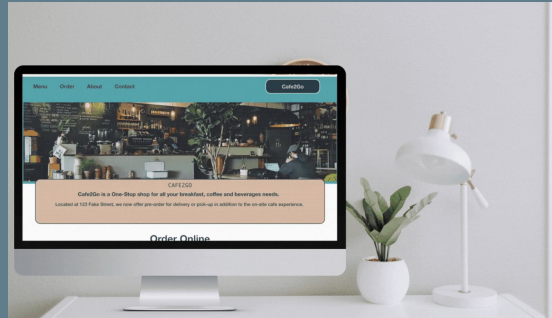


Cafe2Go: Cafe Website w/ Ordering

Brian Walsh



Project overview



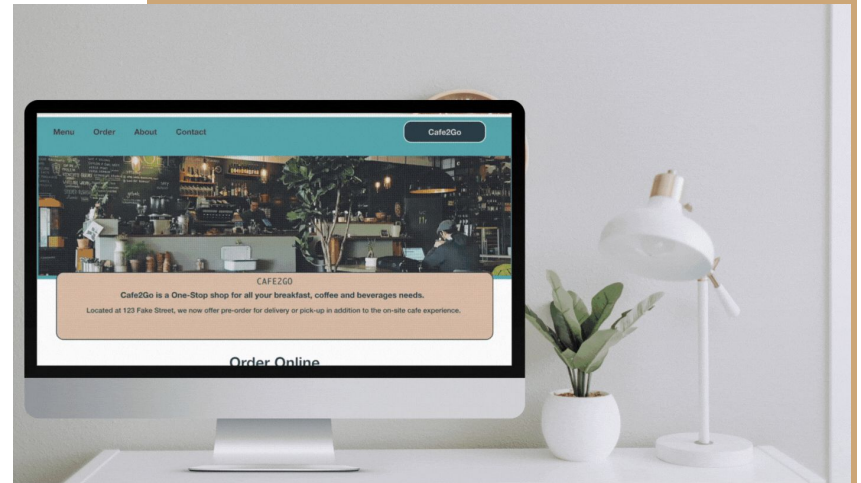
The product:

Create a website for a local cafe/bakery that offers online ordering for delivery or to-go orders.



Project duration:

July 2022- Aug 2022



Project overview



The problem:

A local cafe wanted to have a website that represents their brand and offers their ordering services in a way that better services their customers.



The goal:

Showcase the breadth of items and services that the cafe offers, and allow for research prior to coming in, as well as ordering from the site in a clear and simple journey.

Project overview



My role:

Lead UX Researcher, Designer & Copywriter



Responsibilities:

- Founder
- User Research
- Design
- Branding
- Customer Experience/UX

User research: summary



My user research consisted of questions that separate interviewees by their demographic information and dove into the potential reasons why they would visit a cafe website or order breakfast items online. By keeping the questions high-level, we were able to look at the experience as a whole, and then customize it to a local bakery perspective.

This research generated two persona profiles, both predominantly women. By focusing on young millennials and then gen x/older millennial cusps, we've targeted the demographic most likely to use mobile ordering for pick-up or delivery, and the different time conflicts that would prompt them to order via an app.

User research: pain points

1

Business

Career-minded professionals are on the go - having food prepared and ready for them is more convenient than making it at home.

2

Efficiency

Food ordering is a luxury, so when it is an option, it has to be fast and convenient.

3

Item Selection

The items listed need to be clear, concise, but still descriptive and adding to your order should be in as few steps as possible.

4

Detail

When planning a visit or choosing a cafe, there's a lot of options - knowing what is available and what visitors or orderers can expect is crucial.



Reneé

Age: 25

Education: College Graduate

Hometown: Boston

Family: Parents, Sibling,
Girlfriend

Occupation: Project Manager

“Ordering breakfast is a kind of self-care luxury - especially after a night out.”

Reneé is a project manager and lives an active life. She occasionally orders breakfast from home for the convenience or to satisfy a specific food craving. When the craving hits - she wants her food ready for pick-up or delivery ASAP, with easy selections and accurate product representation. She also occasionally visits the cafe in-person and has even been known to work from the cafe, so ambiance is important.

Goals

- Convenient and specific menu item delivery or pick-up
- Fast preparation

Frustrations

- Long delivery waits
- Unclear ordering experience



Tess

Age: 35

Education: College Graduate,
Professional
Certificates

Hometown: Chicago

Family: Boyfriend, Parents,
Siblings

Occupation: Senior Operations &
People Manager

“I don’t normally order breakfast, but when I do I expect it to be easy and convenient to my life.”

Tess is an established mid-level manager in a professional environment. Tess’ busy professional and personal life keep her on the move. Although she doesn’t order-in breakfast often, she occasionally orders breakfast or coffee for pick-up on her way to work or other activities. When she does order, she’s on-the-go, so convenience and simplicity is key. If ordering takes too long or distracts her from something else, she’s not interested.

Goals

- On-the go ordering
- Seamless ordering
- Convenience is worth the cost

Frustrations

- Long selection and check-out process
- Manually entering a lot of information
 - Credit Card
 - Name

User journey map

Tracking Renee's journey through the app gave us some insight into what priorities she had when ordering food - an infrequent practice of hers.

Persona: René

Goal: Order Breakfast After a Night Out

| ACTION | Action 1 | Action 2 | Action 3 | Action 4 | Action 5 | Action 6 |
|---------------------------|---|---|--|---|--|---|
| TASK LIST | Decide where to order from: <ul style="list-style-type: none">Browse available providersCompare images & reviews as well as delivery time | Select Items to Order <ul style="list-style-type: none">Customize ItemSelect any add-on options that might be includedAdd Item to CartRepeat per item | Review Order: <ul style="list-style-type: none">View all items in cartReview customizationsCheck Price | Pay <ul style="list-style-type: none">Select from card on file or add a new cardSelect delivery or pick-upAdd a tip or delivery instructions | Wait <ul style="list-style-type: none">Confirm order has been processedCharge has been processed | Receive <ul style="list-style-type: none">Track delivery or preparation status in appNotice is sent once order is ready, as well as delivered if applicable |
| FEELING ADJECTIVE | <ul style="list-style-type: none">ConfusedOverwhelmedIntimidated | <ul style="list-style-type: none">CuriousExcited | <ul style="list-style-type: none">CriticalNervous | <ul style="list-style-type: none">AnxiousHesitantWary | <ul style="list-style-type: none">ImpatientSkeptical | <ul style="list-style-type: none">ExcitedReady |
| IMPROVEMENT OPPORTUNITIES | <ul style="list-style-type: none">Images & Address added for businesses | <ul style="list-style-type: none">Items are described in common terms, or are explainedMinimal clicks to add to cart | <ul style="list-style-type: none">All items visible in one view, but view can be magnified for low-visibility users, or read out | <ul style="list-style-type: none">Payment could be processed with cash or on-delivery | | <ul style="list-style-type: none">Notice is sound-based, vibration-based and also sends a push notice so updates are not missed |



Starting the design



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

Paper wireframes

This project did not make use of paper wireframes due to a need for speed and a focus on learning the Adobe XD tool.



Digital wireframes

These wireframes were an evolution of the mobile version of the project, which started with a menu-forward approach.

Large image that is accurate to the in-person experience



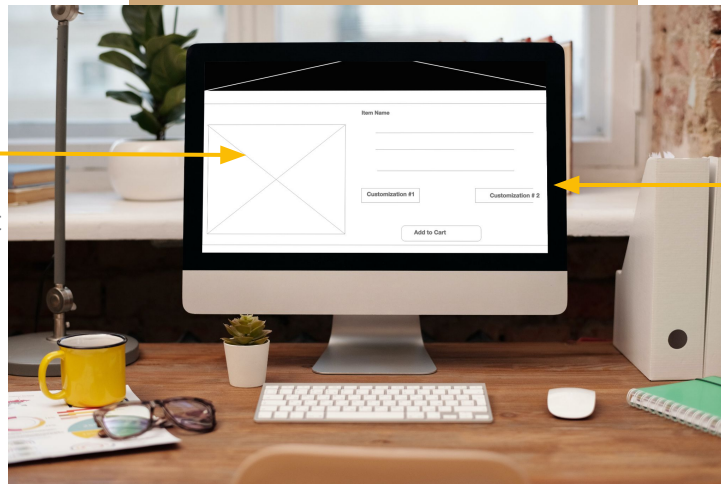
Header that clearly lets users navigate the site

Menu items that display on homepage with enticing descriptions and images

Digital wireframes

The ability to customize the order was a focus for a lot of my users. Making the customization screen easy to use, but still centered around delighting the customer.

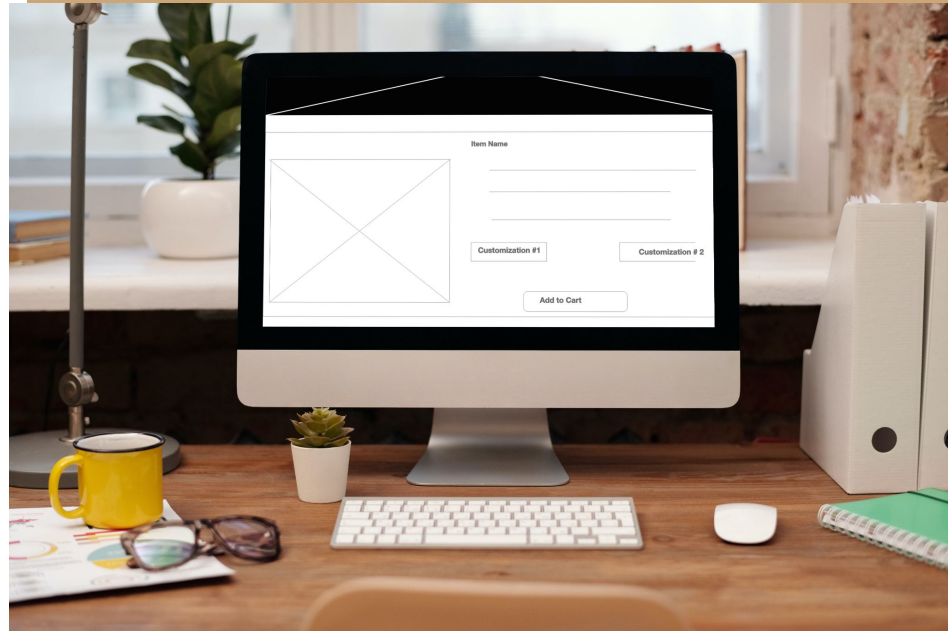
Image of item remains central, creating a visual experience that users will enjoy.



The fields for customization are separate, and large enough to easily follow.

Low-fidelity prototype

This [Adobe XD](#) prototype demonstrates the initial prototype for this user journey to order and customize cafe items, as well as the basic check-out process and limited evergreen pages.



Usability study: findings

I'm fortunate enough to have a community very similar to my target users, so I was able to get their insights on the app usage.

Round 1 findings

- 1 Menu items on homepage was confusing
- 2 Customizations Needed Variety
- 3

Round 2 findings

- 1 Focus on menu items was too transactional
- 2 More informational pages were needed
- 3 Let pages have a single focus - otherwise people may be confused



Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Much of the feedback from the usability study on the homepage was about the immediate presentation of the ordering flow. A lot of users suggested that focusing on a welcome/summary page would be more impactful, as well as allow for more visual spacing to invite users in.

Before usability study

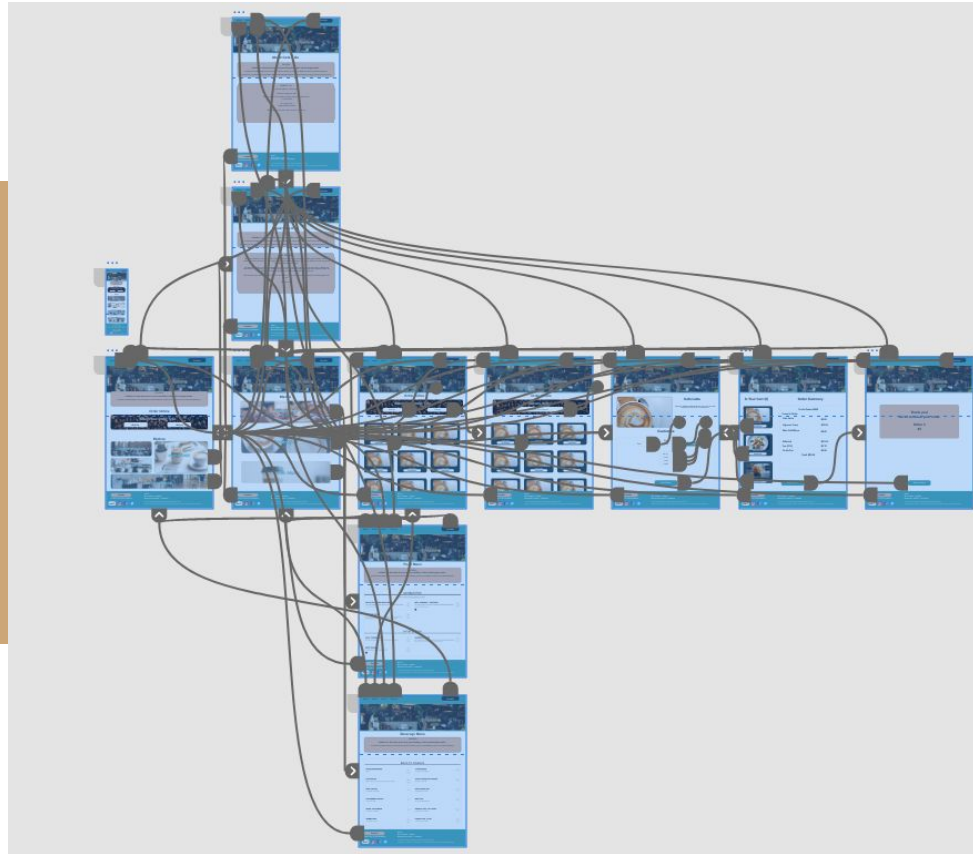


After usability study



High-fidelity prototype

High-Fidelity Link can be found [here](#).
This depicts the primary flow to navigate to supporting materials (menus), the about page and contact page, as well to enter the order flow.



Accessibility considerations

1

Color

I deliberately chose colors that contrasted so that any overlay/overlap was easy to navigate and distinguish for low vision. This use also helps to clarify where in the journey users are when they're checking out or completing an order/transaction.

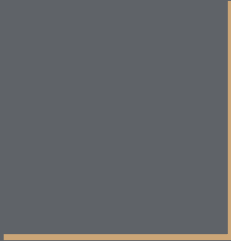
2

Voice

Post-prototyping, the goal is to have all the CTA buttons be screen reader enabled. These clear CTAs will help guide the those who use screen readers, rather than confuse them through convoluted actions.



Going forward

- Takeaways
 - Next steps
- 

Takeaways



Impact:

This site will help a local business to have a strong digital presence that doesn't just provide information, but a service.



What I learned:

I learned a lot about the flexibility for design and the need to adapt for the medium- my original color scheme during the design process was hard to navigate, and having the order flow on the homepage wasn't a good experience. Being able to iterate and collect real-time feedback helped avoid a scenario where the design didn't grow for the greater good.

Next steps

1

Add Pages

I'm still missing some essential pages to the flow, but everything in the main navigation is still accounted for. For the sake of the UX, I should add an account and payment page.

2

Content

There's thing content on the evergreen pages, since I was focused on interactions during this exercise, so revisiting to make that element more sophisticated and realistic would help prior to sharing with stakeholders.

3

Design

Some pages have thin design components since they were not as interaction-based, so adding more detail (ion moderation) to those pages will create more trust and a better UX.

Let's connect!



Thank you so much for reading through!
To connect or contact me, please find me on:

- LinkedIn: <https://www.linkedin.com/in/briantwalsh/>

Speak soon!

