kafo2go

Coffee takeaway app

Case study

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Project overview

Product

Kafo is a regional coffee shop chain with several cafes in the metropolitan area. They strive to deliver delicious, world-class coffee, even for demanding customers. They offer a wide spectrum of products and try to systematically surprise customers with new, extraordinary products. Kafo targets customers who lack the time and often drink their coffee on their way to work or college.

Goal

Design an app that helps people quickly and easily buy coffee on the go. From the business side, mobile app should increase sales and customer satisfaction. Good solution can increase brand recognition and product awareness.

Shortened design timeline

Empathise → **Define** → **Ideation** → **Delivery**

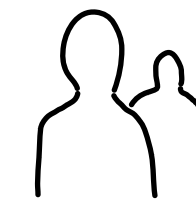# Understanding the user

Pain points

Time

Working adults and students are busy in the morning and don't have time to order in traditional way and waiting in line

Quality

Often coffee quality in office and college buildings is mediocre and not sufficent enough for a coffee lover

Accessibility

Local coffee schops don't offer takeaway ordering app

Persona

Alex

Age: 36

Education: Masters

Hometown: Gliwice

Family: Married with kids

Description

Alex is busy professional with demanding schedule who loves good coffee. Coffee quality in his office is not enought for him, so he likes to go for takeaway coffee every morning as he walks to work. Alex would like to be a quicker and easier way to order and pick cup coffee at his favorite place, so he will have more time in the morning to spend with his family.

Goals

- To have more time before work
- To have easier and more to order coffe on the goand quicly take

Frustrations

- Standing in long line at coffee shop to order
- Waiting for a coffee to be made
- Bad quality of coffee in office

> A bad day with coffee is better thatn a good day without it.

Alex is a busy professional that loves good coffee who needs a faster way to order coffee, because going to cafe and standing in line takes too much time that Alex don't have on the way to work.
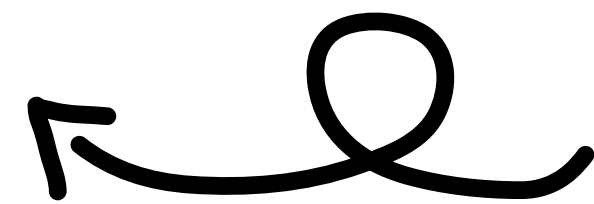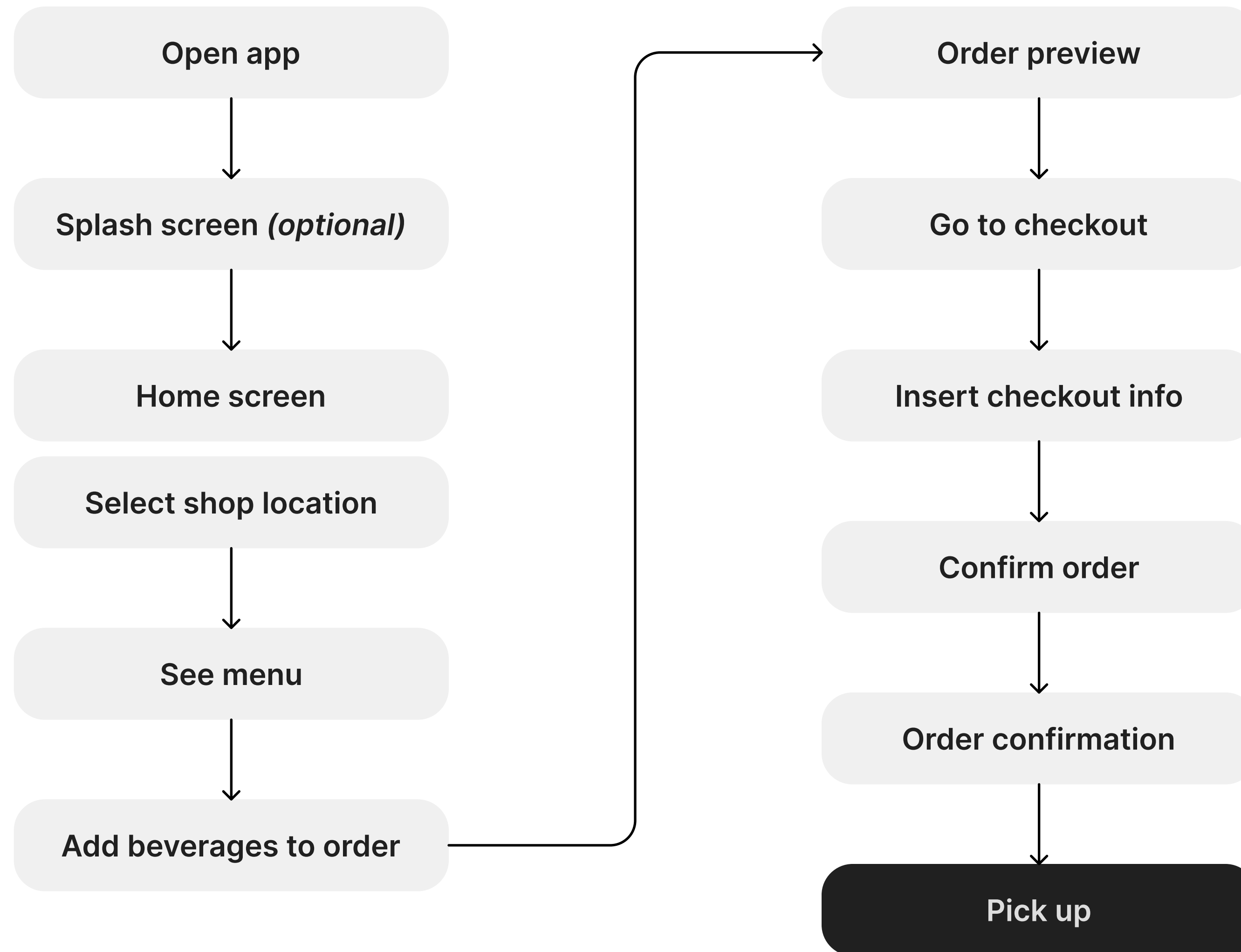
User journey map

Mapping Alex journey revealed how helpful it would be for users to have option of advance ordering coffee with visual descriptions, easily accessible new products and status updates.

ACTION	Go to coffee shop	Submit order	Wait or order completion	Pick up order
TASK LIST	Tasks A. Go to coffee shop B. Wait in line	Tasks A. Relay order to barista B. Check order for accuracy C. Initiate checkout	Tasks A. Wait for calling your name B. Checking out new products while waiting	Tasks A. Pick up order B. Add additional ingredient like sugar C. Gather extra items like napkins, coffee sleeves
FEELING ADJECTIVE	• Anxious about getting to work in time	• Stressed about choosing every option	• Anxious about time • Frustrated with waiting	• Relived that order is ready
IMPROVEMENT OPPORTUNITIES	• Create an app for advance ordering	• Visual and voice descriptions with assistive technology • More details	• Mobile app offering order status updates • Advertising new products	

Task flows

Open app

Splash screen *(optional)*

Home screen

Select shop location

See menu

Add beverages to order

Order preview

Go to checkout

Insert checkout info

Confirm order
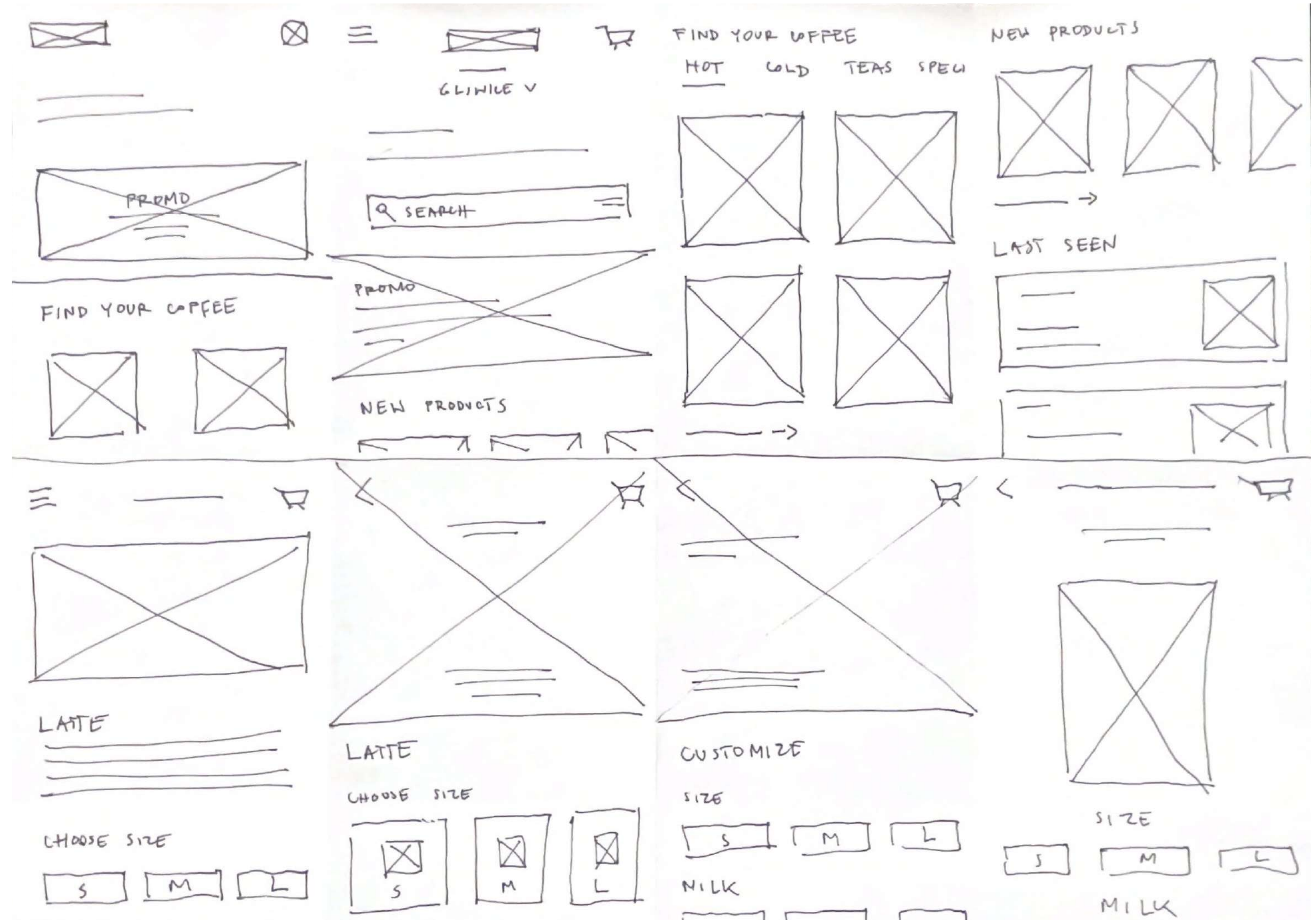
Order confirmation

Pick up

Design

Ideation

Sketches

Taking the time to draft 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.
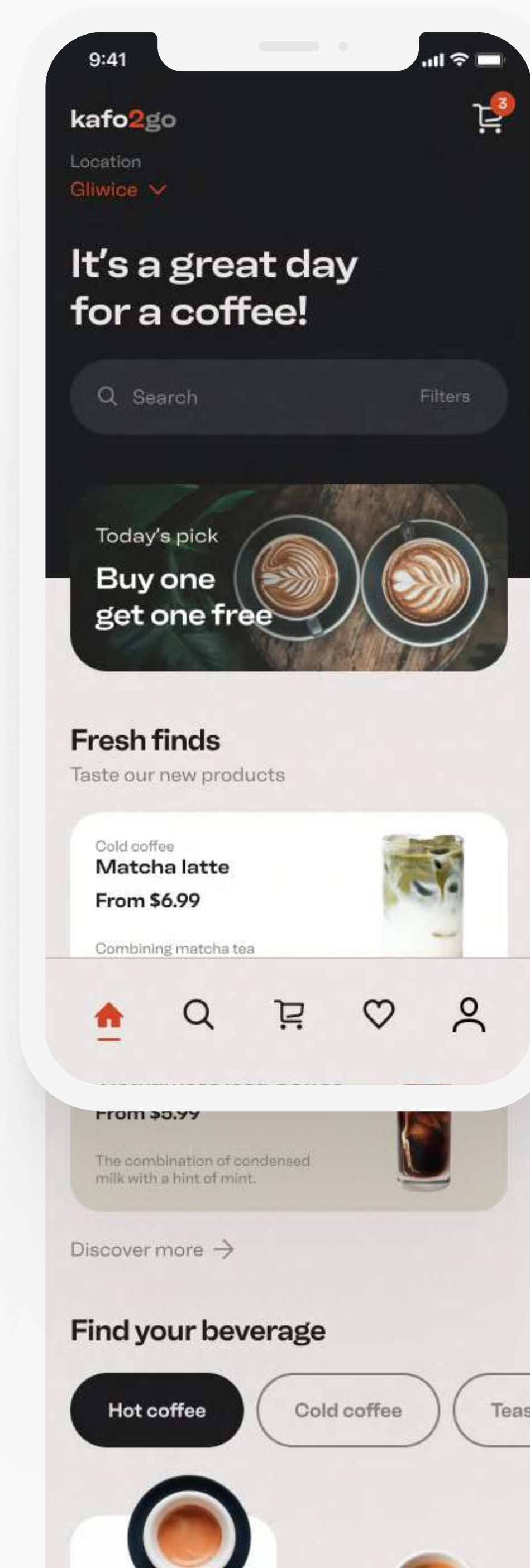
Mockups

Home screen

For the home screen, I prioritized products to buy to be displayed in legible and interesting way.
From the point of sale, it was important to advertise daily promotions and new products. Regular users like the possibilities to try new, exciting products and ot do something different in daily routine.
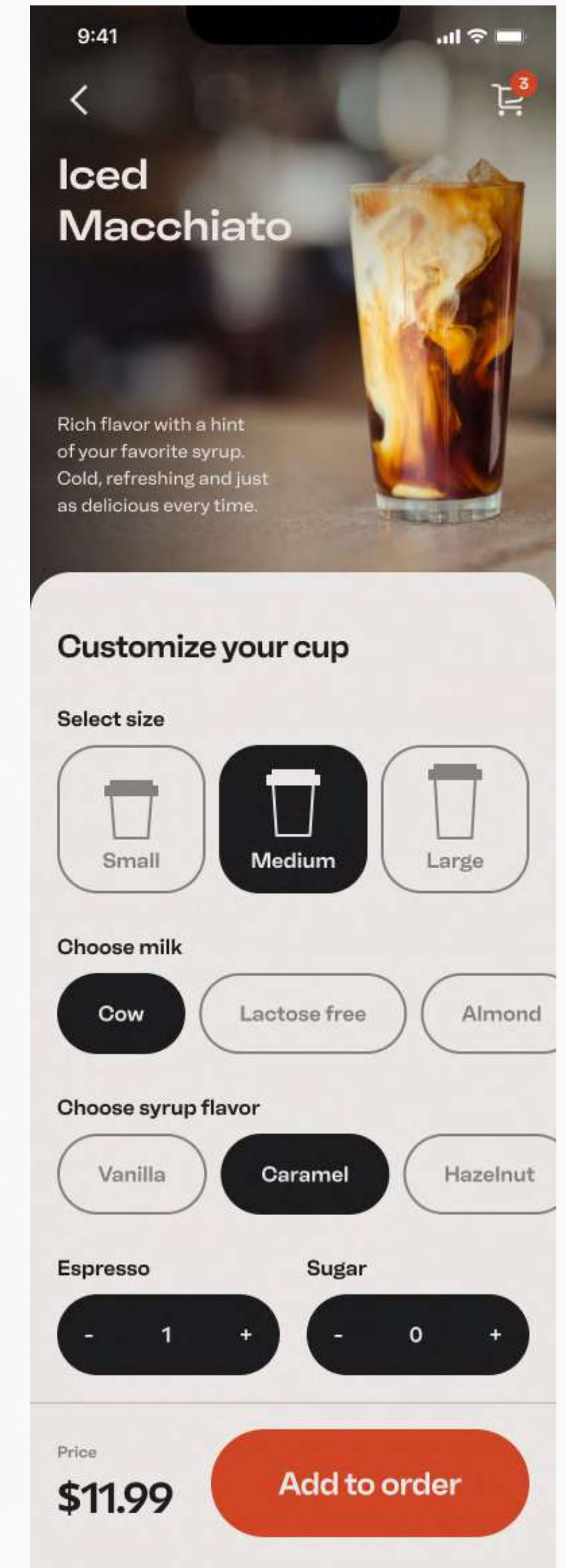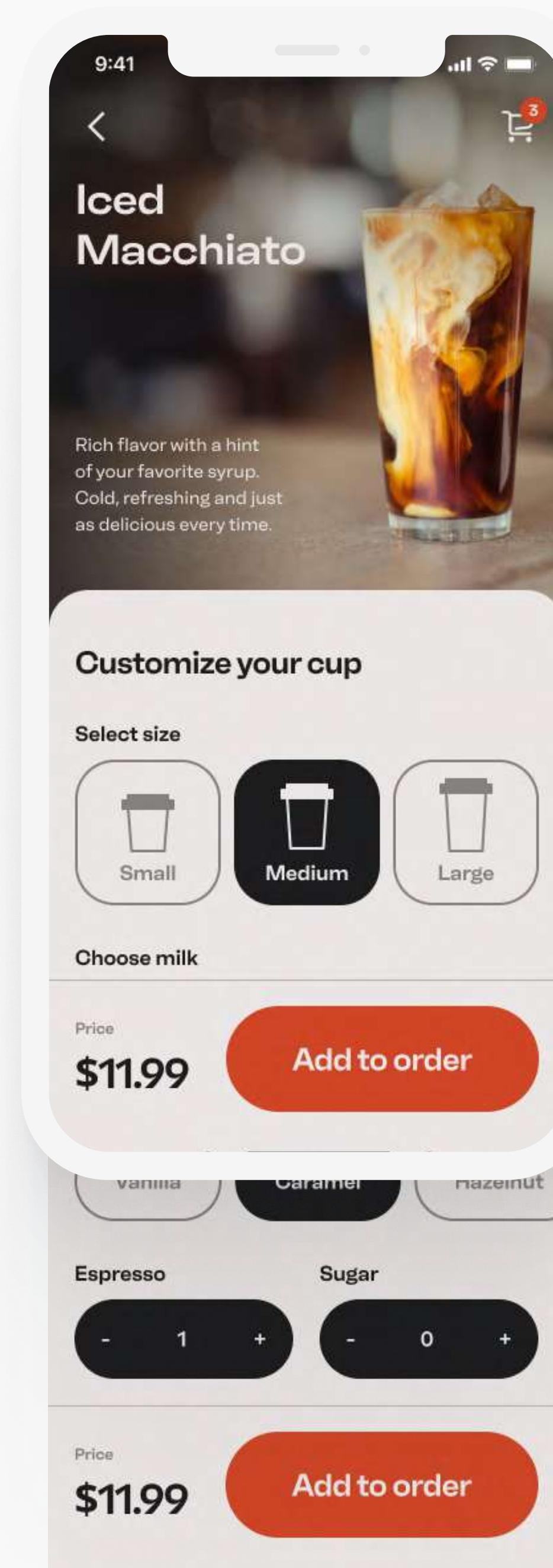
You can check full home screen here.

Mockups

Product screen

Easy and convenient coffee customization is one of the most important things for users to enjoy the exact coffee they want. Also it is very important for a coffee shop to be able to provide the best experience.

You can check full product screen here.

Design system

Simple design system was created
to maintain consistency and efficiency.

Fonts

Faktum Neue and Faktum Neue Extended were
chosen for clear lines and strong, contemporary finish.
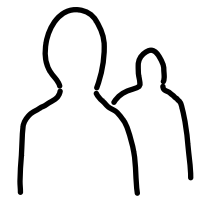
Faktum Neue

Faktum Neue
Extended

Aa

Aa

Colors

Colors were carefully picked to ensure a seamless
and coffee-inspired experience.

#EAE6E5

#1C1C1D

#CF4525

Accessibility considerations

Icons

Used icons to help make navigation easier.
Used real images of products to help all users better understand the designs

Negative space

Provided a lot of negative (white) space and used large buttons with appropriate sizes of mobile UI for users to navigate easily.
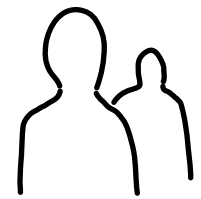
Assistive technologies

Provided access to users who are vision impaired through adding alt text to images for screen readers.

Going forward

Next steps

User research

Conduct more complex user research to determine areas of need

Usability studies

Conduct few rounds of usability studies to validate any pain points users may experience

More ideation

Identify new areas of need and ideate on new features like for example implementing loyalty program for regular customers

Takeaways

Impact

A well-designed app could help users quickly and easily buy coffee on the go.

Product could compete in the market, improve sales and increase customer satisfaction.

What I learned

Since this was a 1-2 day task, I had to significantly shorten the design process. I think the hardest part was not being able to conduct comprehensive user research with limited information and time. I believe that user research is very important part of the design process that has a huge impact on app designs.

I also had to learn to prioritize the stages so as to fit in the timeline. For me it was a very interesting and exciting experience.

Let's connect! 👋

Thank you for your time reviewing my work.
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