

Introduction	• Title: Creating an app for a Coffee Shop • Author: Adina Englard, UX Student, englardadina0830@gmail.com • Stakeholders: Owners of Coffee Break • Date: 09/07/2026 • Project background: We are creating a new app for Coffee Break, a popular coffee shop. We want to create a process that will be as fast as possible, so that customers can order a coffee online without wasting any time. • Research goals: Determine if the app is easy to use, and has a fast ordering process.
Research questions	• Are there any changes that should be made, in order that the process can be smoother? • Are there anything unclear or confusing in the app? • Is there any part of the app that is extra, and is wasting the customer's time?
Key Performance Indicators (KPIs)	• Time on task • user error rates
Methodology	• Moderated usability study • Location: United States, remote (each participant will complete the study in their own home) • Date: Sessions will take place during September 7, 2026 • Length: Each session will last 5 to 10 minutes • Compensation: Entered into a raffle to win \$10 Starbucks gift card for participating in the study
Participants	• 1 Male 1 Female



Script

I will begin by saying the following:

- Before we begin, do I have your consent to take both audio and video recordings of this interview?
- I want you to know that this isn't a test. There is no "right" answer, and none of your responses will be considered wrong.
- If you have any questions, please don't hesitate to ask.
- This data is being collected to help create an app that makes ordering coffee easier. Your answers will help us make the app easier for people to use.
- Keep in mind this prototype is still in the testing stage so it is a very unfinished version, use your imagination when your competing tests as much as you can. Thank you!

Basic questions:

- How often do you buy coffee from a shop?
- Do you order coffee online/on the phone/or in-store?
- Do you generally rather order online or buy in-store?
- When ordering a coffee, what is important to you as a customer?

Prompt 1: Open up the CoffeeBreak prototype and choose what type of coffee you would like. Tell me about what you're doing as much as possible.

Prompt 1 follow-up: How easy do you feel it is to look at the menu and choose a coffee?

Prompt 2: You chose a coffee, now what will you do to continue to your cart?

Prompt 2 follow-up: Try it out now, please.

Prompt 2 follow-up: Did you find anything confusing?

Prompt 3: Once you are in the cart, what is your next step?

Prompt three follow-up: Was it clear what you had to do?

Prompt 4: Complete your order.

Prompt 4 follow-up: How do you feel about this process?

Prompt 5: Imagine you would have wanted to order a specialty coffee, can you do that?

Prompt 5 follow-up: Were you able to find that easily?

Prompt 6: How do you feel about the CoffeeBreak app overall? What did you like and dislike about it? Can you see yourself using the app?

