

Coffee Break App Usability Study

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Study Details

Project Background

I'm creating an app for a coffee shop. I want to know if the experience is easy and convenient, and users can quickly and efficiently order a coffee.

Study Details

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?

Participants

2 participants

1 male 1 female

Methodology

5 to 10 minutes per participant

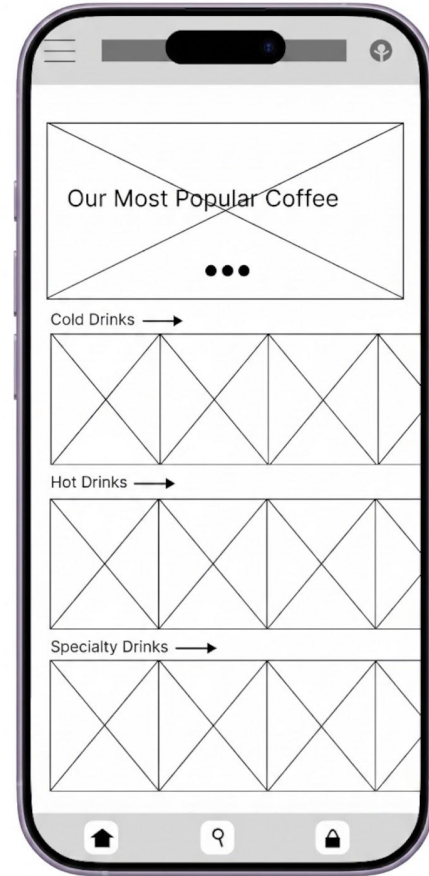
United States, remote
(Each participant completed the study in their own home)

Moderated usability study

Users were asked to perform tasks in a low-fidelity prototype and give feedback

Prototype / Design Tested

<https://www.figma.com/proto/Nlaeo1YOzxFlivmglyYrdCt/CoffeeBreak-Wireframe?node-id=1-3&t=JmubXDfGFzgJgVg7-1&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=1%3A3>

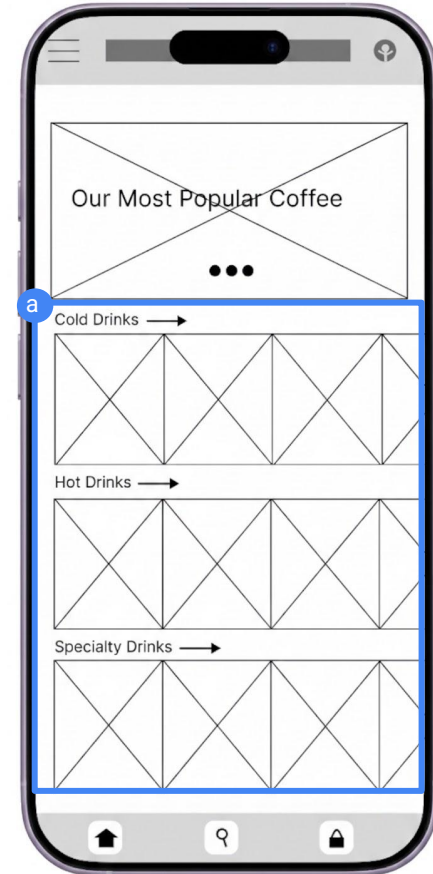


Themes

All participants want to be able to slide to see the whole menu

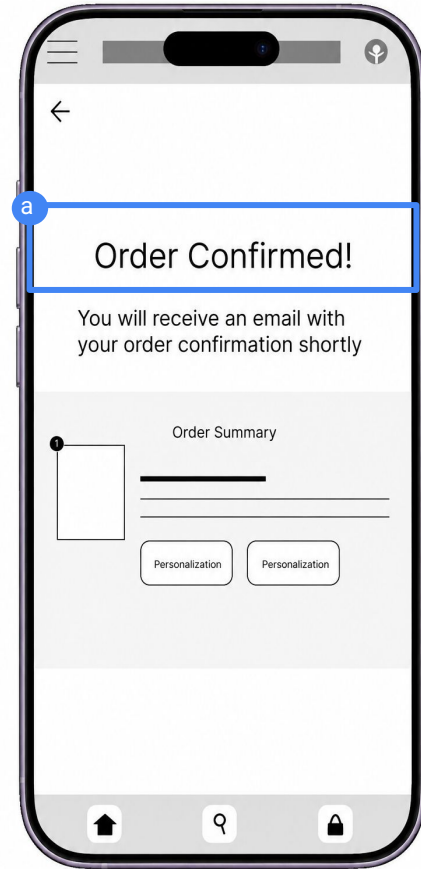
- 1 participant complained about not seeing the rest of the menu
- All participants tried to slide the menu

"I want to be able to see all the options at the same time."
(Participant B)



All participants want to have the option to cancel their order.

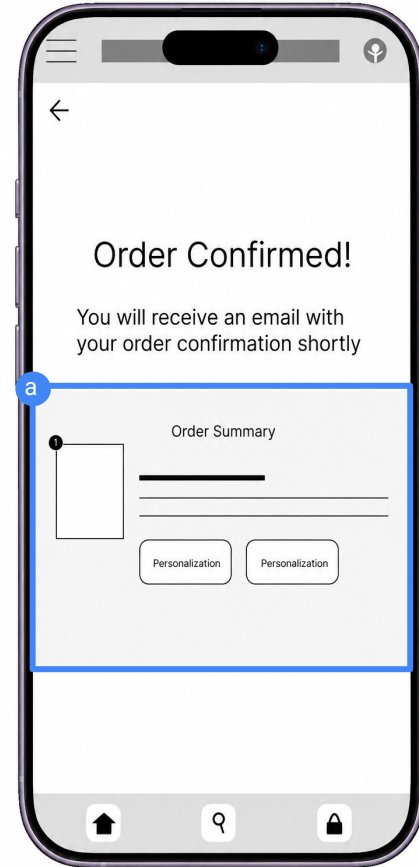
- Both participants were looking for a way to be able to cancel their order.
- Not all participants noticed that there isn't a way to cancel an order once it is processed.



Most participants want to get an order number

- 1 participant asked about how to know which order is yours.

"Wait, it doesn't tell me my order number."
(Participant B)



Insights & Recommendations

Research insights

Unable to slide
the menu

Users want to be able to slide the drinks menu back and forth to see all the options at once.

No Cancellation
Option

Users need the option to be able to cancel their order once the order was completed.

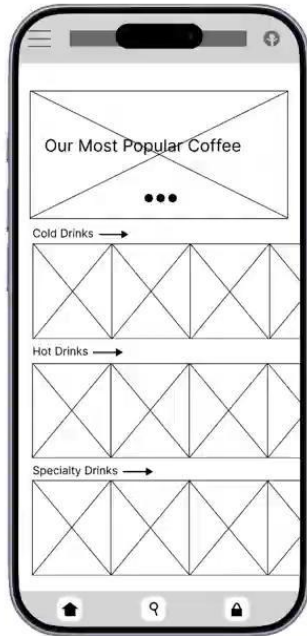
No order number

Users need a order number to receive the coffee they ordered when they come to pickup.

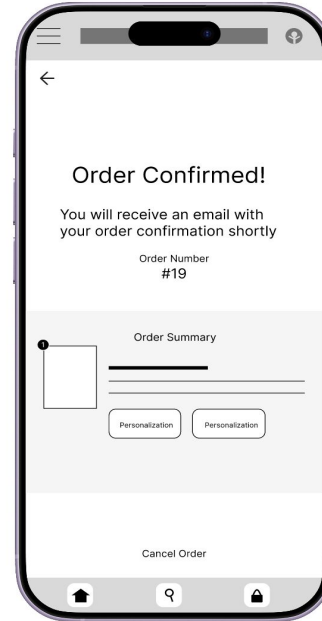
Recommendations

- Make the menu be able to slide back and forth, so that users see all the options together from the homescreen.
- Make it possible for users to cancel an order by adding a cancellation option.
- Give users a number when their order is completed that will be used as a order number.

Updated prototype based on Research Insights



I made it possible to slide the menu back and forth so you can see all the drink options at once.



I added a order number to the confirmation page.

I also created a Cancel Order button so users have the option to cancel their order.

Thank you!