

Experiential Design

Experience Vending Machine

We are assigned to experience those vending machines on campus, record the process of purchase and describe our experience while accessing it.

Coffee Bot

It is a coffee machine that brew coffee with variety of coffee and cafe drink choices

Pros

1. Changes coffee packaging (colour of cup & cup holder) frequently, the coffee is good with cute packaging design (visually appealing)
2. Packaging of the cup and holder does not use plastic, so it is good for the environment
3. The big screen is very efficient
4. Variety of different choices not only coffee, but matcha and chocolate drinks as well.

Limitations & Difficulties:

1. Need to have small change of bank notes
2. Waiting time was too long
3. In Taylor's we can't use debit/credit card
4. No exact information for the drinks option such as caffeine content
5. Issues when putting the money in

What can be improved?

1. Provide more information
2. Payment options
3. Visual confirmation - waiting times

Miro - Customer Journey map / User Experience Journey Map

In each point, put the difficulties (ex : touchpoint 1 : making payment, touchpoint 2 : selecting drinks)

Dots : customer (Gain/Pain, Pros & Cons)

Suggestions

Select drinks - receive commands

Payment - show balance in the machine, do calculation and serve drink
Waiting for drink to be served (progression bar)
Cup lid and cup holder

Drinks Vending Machine

Sells different and variety of cold beverages in real quick.

Pros

1. Able to use pay wave which is fast and efficient (save time)
2. Clear and straightforward process

Limitations & Difficulties:

1. The drinks should have the choices of hot or cold
2. Sometimes have issues when putting money in

Food Vending Machine

It is a vending machine which sells small snacks and also small drinks such as milk.
Yum i love milk

Pros

1. Product code is shown beneath the product which makes it easier for us to see.
2. Product come out quite fast.

Limitations & Difficulties:

1. Cannot use credit/debit card
2. The screen is a bit small
3. Keypads small
4. Only accept RM1 bank notes and coins.
5. For new users, they might not know that they have to input the code using the keypad to know the price.