Daico - Coffee App

Rayyan Anugerah

Ringkasan Project

Product Description:

Daico, an application for selling and buying coffee things such as coffee beans, coffee equipment, and ready-to-drink coffee for example. Also, with this application user can learn about coffee from articles written by people who are experienced about coffee. So, buyers and even baristas can learn about coffee, such as when is the right time to drink coffee, the benefits of coffee, and so on.

Project Duration:

5 days

Google
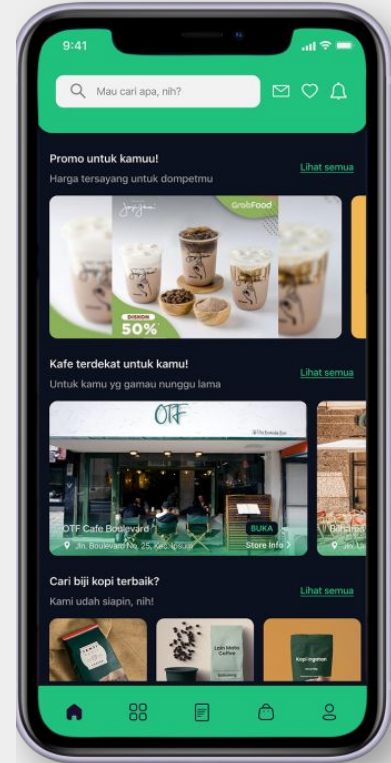
Project Summary

Problem:

Coffee lovers find it difficult to find sales of coffee equipment, coffee beans and also want to learn about coffee from the baristas

Objective:

So that coffee lovers can easily find coffee equipment, coffee bean sales, nearby cafes and also articles about coffee written by users which can then educate customers and other baristas.

Project Summary

Role:

UX Designer, UI Designer

Responsibilities:

User research, wireframe (Lo-Fi), mockup (Hi-Fi) and prototyping

Empathize, Define, & Ideate

- User research
- User persona
- Problem statement
- User journey map
- Brainstorming

User Research Summary

"After conducting user interviews, namely with users who like coffee and barista, I got several clusters. Namely, users A (coffee lovers) and B (barista), want a simple and modern UI display, want coffee equipment sales so they can find coffee equipment easily, coffee bean sales, the nearest cafe (Nearby Cafe) and articles about coffee that can later educate customers and other baristas.."

User research: pain points

1

Coffee Beans

Users can choose whether they want whole beans or whether they want to be ground with various grinding options.

2

Coffee Article

Users can get education about coffee from writers who are experts in the field of coffee

3

UI

Users want a simple and modern UI display

"Learn about coffee, and drinking coffee made by great baristas"

Goals
- Order coffee easily
- Find out the nearest cafe
- Learn about coffee

Frustrations
- Difficulty customizing coffee beans
- Difficulty finding articles to learn about coffee

Michael

Age: 28
Education: Bachelor
Domicile: Jakarta Barat
Married Status: Not-yet
Work: Part-time traveller

Michael is a coffee fan who likes traveling. He sometimes has difficulty finding the nearest cafe to his hotel, and also sometimes feels lazy to go out to buy coffee, so he needs a coffee ordering application and can also buy coffee beans and customize coffee beans from several cafes.

USER STORY

Michael

Sebagai seorang   Part-time traveler and loves all things coffee

role pengguna

User role

Saya dapat   Order coffee or coffee beans with customization and also learn about coffee

keinginan pengguna

User's need

supaya   Get coffee beans according to your wishes and gain new knowledge about the world of coffee .

So,

manfaat

Benefit

User Journey Map: **Rayn**

Activity	Persiapan Aplikasi	Home Screen	Memesan Biji Kopi	Membaca Artikel
Activity Detail	A. Download the App via the App Store or Play Store B. Registration and Login	A. Search for cafes from categories on the home screen or the search feature B. Looking for coffee products C. Looking for coffee equipment D. Find articles about coffee	A. add to wishlist / favorites B. Select the grind size C. The number of orders you want to order D. Read product information	A. Select the article you want to read
USER'S FEELINGS/ EMOTIONS	Happy because there is a coffee ordering application	Very happy, the home screen is clear enough to get the product you are looking for	Feels easy and simple	Happy because it's easy
IMPROVISATION OPPORTUNITIES	Nothing	Nothing	Nothing	

Problem Statement

PROBLEM STATEMENT

Michael adalah seorang Part-time Traveller
Is a

nama   karakteristik pengguna

yang membutuhkan The closest coffee ordering application to their location and a place to learn about coffee

That need

kebutuhan pengguna

karena Michael didn't have time to go out to find a cafe from where he was staying.

Because

alasan

Brainstorm with HMW

Create layouts to customize coffee bean grinding options

1. Using snackbar

2. The snackbar contains content such as the types of grinds and users can choose one

3. If the mill size is not too large, you can use horizontal scrolling - slider

4. Displays information about the coffee beans.

Starting the design

- Goal Statement
- User Flow
- Digital wireframes

Goal Statement

GOAL STATEMENT

Daico - Daily Coffee akan membuat pengguna Dapat memilih ukuran gilingan biji kopi dan dapat belajar tentang kopi melalui fitur Artikel

nama produk   *aksi spesifik (apa)*

yang akan mempengaruhi User dalam memesan ukuran gilingan kopi

pengguna yang terpengaruh (siapa)

sehingga User mendapatkan biji kopi sesuai pilihan gilingannya masing-masing .

pengaruh positif pada pengguna (mengapa)

Kami akan mengukur efektivitas dengan Melihat feedback dari user dan juga jumlah pesanan berhasil, jumlah user yang gagal(frustrasi ketika memesan)

cara mengukur

User Flow

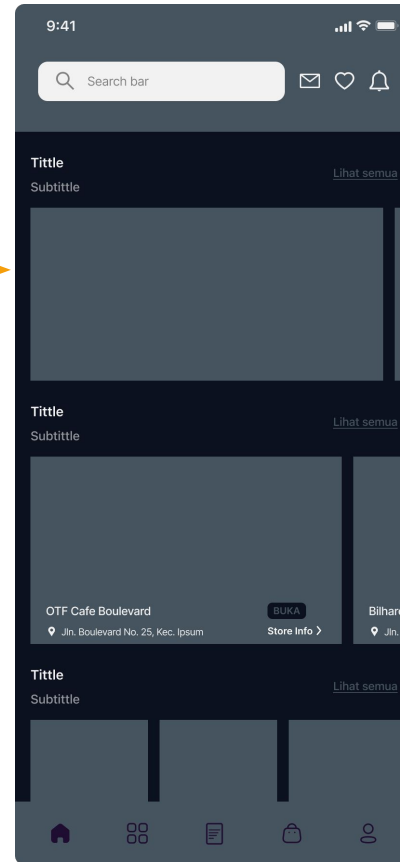[Link user flow figma](#)

Wireframe Digital

Wireframe Digital

Home screen page which aims to display several nearby cafes and coffee beans and coffee equipment

Banner promo

Nearby Cafe

9:41

Search bar

Tittle
Subtittle

Lihat semua

Tittle
Subtittle

Lihat semua

OTF Cafe Boulevard
Jln. Boulevard No. 25, Kec. Ipsum

BUKA
Store Info >

Bilhares
Jln. Uri

Tittle
Subtittle

Lihat semua

Mockup & Prototype

- Mockup
- Design System
- Pertimbangan Aksesibilitas
- High-fidelity prototype

Mockup

Home screen page which aims to display several nearby cafes and coffee beans and coffee equipment. By using the 4 grid rule and providing proper spacing and padding to create good visuals that are comfortable for users to see and use
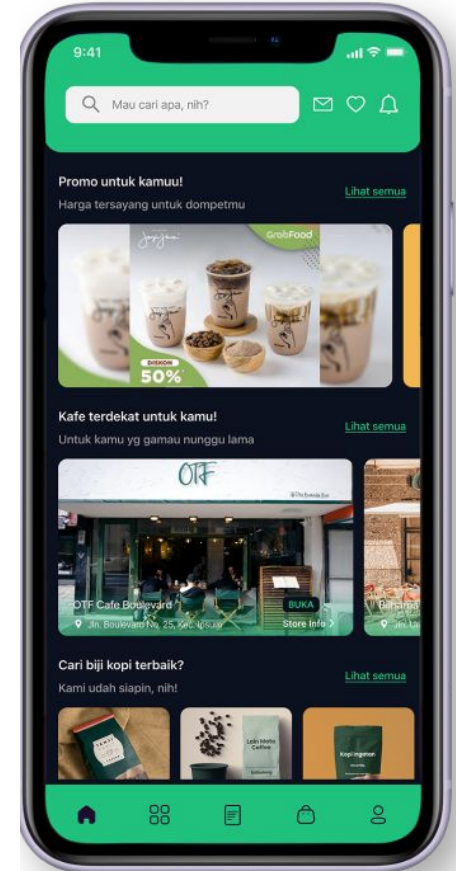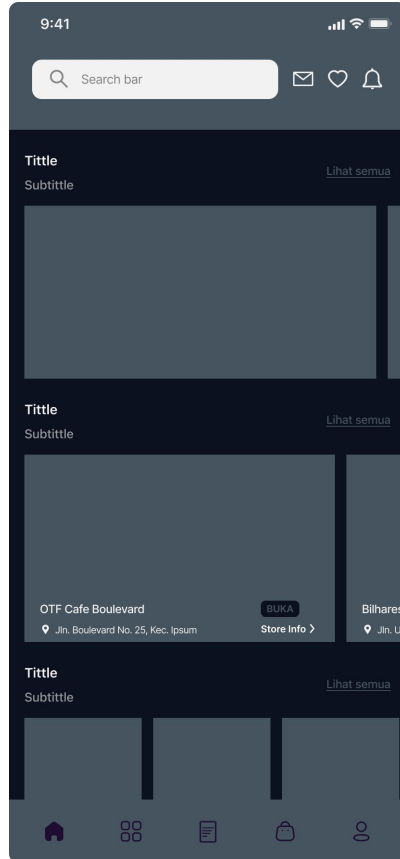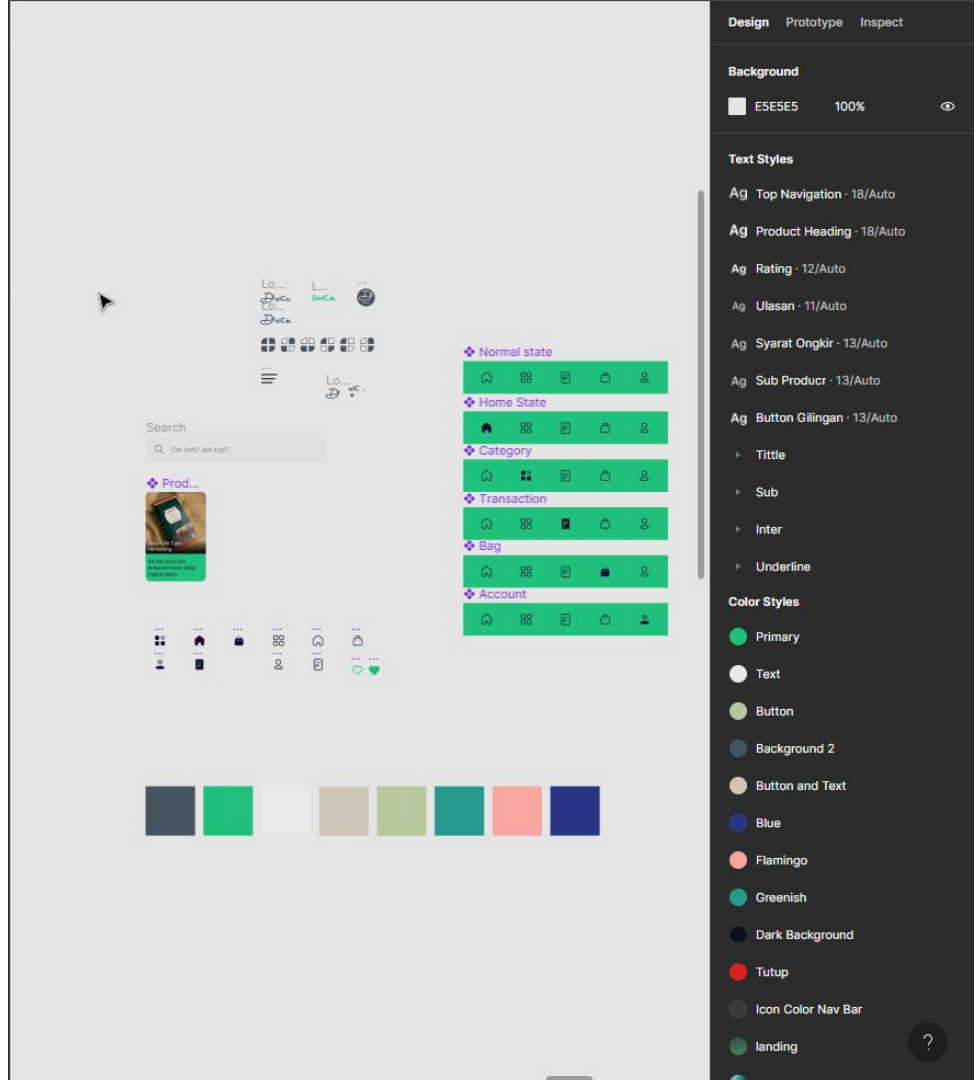
Mockup
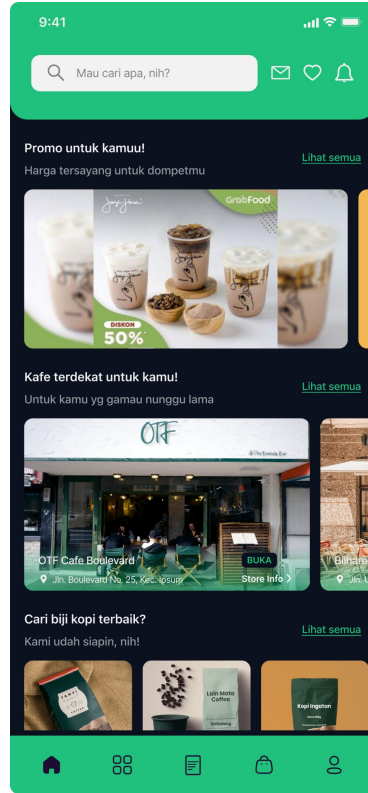
Components

Pertimbangan Aksesibilitas

1

Create a more eye-catching color palette. The colors are clear, contrasting and do not disturb the comfort of the user's eyes
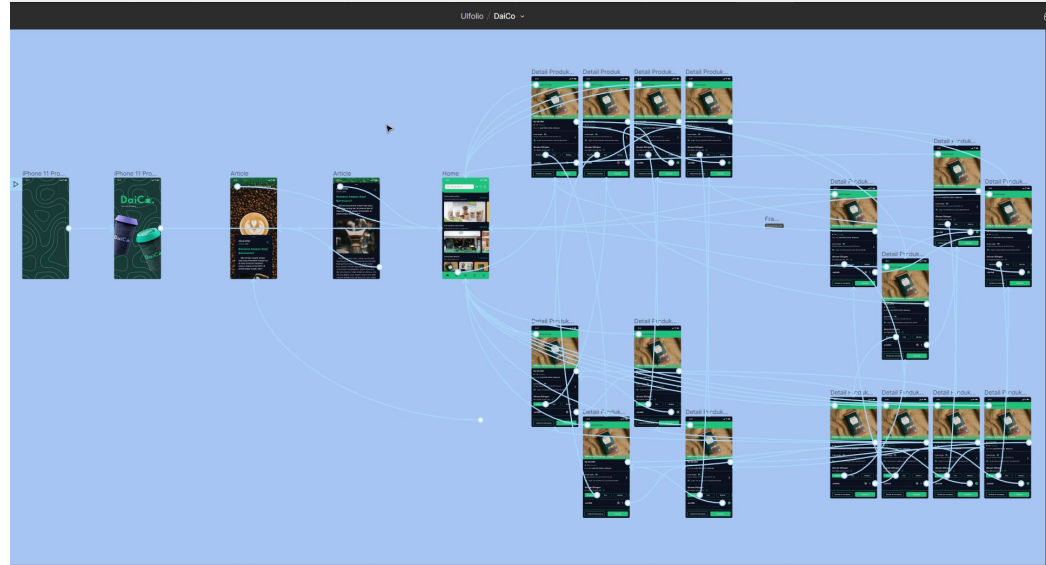
2

Buttons are adjusted and follow guidelines so they are easy to press with your fingers

3

The image on each product must be clear, not blurry so that users can see a clear image. The size of the icon also uses an appropriate size so that it is not too small and also uses an icon that matches the text description of the icon

High-fidelity prototype

Link prototype figma

UX Research & Testing

- Usability Study Plan
- Insight Hasil Test
- Modifikasi Desain Berdasarkan Insight

Usability Study Plan

[Link usability study plan](#)

Usability study: Insight

An unmoderate usability study was carried out with the aim of finding out whether the Daico application was easy for users to use. The following are insights obtained after users interact with the prototype

Insight

1 Users find it easy to carry out their tasks

2 Users have no difficulty choosing the grind size

3 Users have no difficulty accessing and reading articles

Modifikasi Desain

So far there have been no modifications because
users are satisfied with the MVP prototype

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

Users find it easy to find the nearest cafe to their location (prototype) because the "Near You" section is placed at the top. Users also find it easy to choose the grind size and easy to access articles to read

Lesson Learned:

Designing applications with UI/UX made me think that designing applications that are comfortable for users to use is not easy. We must prioritize user comfort both in terms of visuals and the usability and purpose of the product.

The next step

1

Carry out a deeper usability study plan by reaching a wider audience. So you can find out what the user wants

2

Conduct research on what features users want in the application, so that users are more comfortable and happy using the application

3

Explore more deeply the visual side of the UI

Let's connect!

Thank you for looking at my UI/UX project, namely DaiCo. If you would like to provide feedback or suggestions that could help, please contact my email below.

Email : rayyananugerah2001@gmail.com

Thank you!