# UX Design And Development: Café Don Lucas

**UX** Rodrigo



### Project overview



#### The product:

Café Don Lucas needs a web application to take orders from their wholesale customers in an easy way.



#### **Project duration:**

3 months February 19th - May 19th 2024





## Project overview



#### The problem:

Users need an easy way to order coffee online for their business.



#### The goal:

Create a web app that lets users order coffee for their business on the go.



# Project overview



#### My role:

UX Designer And Developer



#### Responsibilities:

- Conduct user research
- Identify pain points
- Ideate solutions
- Create wireframes
- Conduct usability testing
- Build prototypes
- Develop in React



# Understanding the user

- User Research
- Personas
- Problem Statements
- User Journey Maps



# User research: summary

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This research on coffee consumption in Guatemala combined quantitative and qualitative data with interviews from 50 participants aged 25-45. It highlighted a strong coffee culture, with an average consumption of 2-4 cups per day, and revealed a preference for convenience, such as online shopping to save time and avoid traffic. Many participants showed interest in subscription services for potential cost savings. Insights from the International Coffee Organization and Anacafé complemented the findings, guiding the development of a user-friendly online coffee store.



# User research: pain points



Pain point

Forgetting to buy coffee.



Pain point

Standing in line to pay for coffee at checkout.



Pain point

Waking up late or without energy.



#### Persona: Andrea

#### **Problem statement:**

Sara is a marketer and entrepreneur who needs an easy way to order coffee online for her business.



Sara

Age: 28
Education: Marketer
Hometown: Guatemala
Family: Dog Mom
Occupation: Entrepreneur

"I love drinking coffee to wake up in the mornings. I like ordering online because I save time and avoid traffic from going to the store."

#### Goals

- Avoiding traffic and lines by ordering online.
- Saving money on everyday consumer products.

#### **Frustrations**

- Standing in line to pay for coffee at checkout.
- Waking up late or without energy.

Sara is a 28-year-old marketer and business owner from Guatemala. She loves waking up with a cup of coffee. She likes to save money on everyday consumables and avoid spending time in traffic to go shopping.



### User journey map

The user feels excited when ordering coffee. To avoid disappointments, we should ensure fast loading speeds, send notifications at each delivery step, and enhance the unboxing experience.

ACTION	Access the website	Place an order	Receive their order
TASK LIST	A. Open a web browser B. Type the URL	A. Customize their coffee B. Add shipping details C. Select payment method	A.Unboxing B. Opening and smelling the fresh coffee C. Log in
FEELING ADJECTIVE	Anticipation     Calmness	Eager     Excitement	Happiness     Satisfaction
IMPROVEMENT OPPORTUNITIES	Improve loading speed     Make it easy to add coffee to the cart	Notify the customer at every step of the delivery	Improve the unboxing of the product



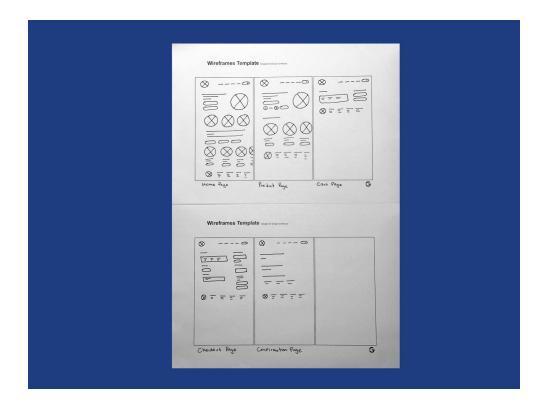
# Starting the design

- Paper Wireframes
- Digital Wireframes
- Low-Fidelity Prototype
- Usability Studies



# Paper wireframes

The design process started with paper wireframes, a fast and cost-effective way to create user-focused ideas. The user was at the center of the strategy, with a focus on finding solutions to their problems and pain points.





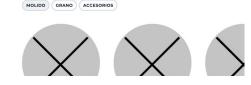
# Digital wireframes

Keeping the user's needs in focus, the wireframes were digitized, creating targeted strategies to address the identified pain points.



Dark Mode to help users who are sensitive to bright screens.

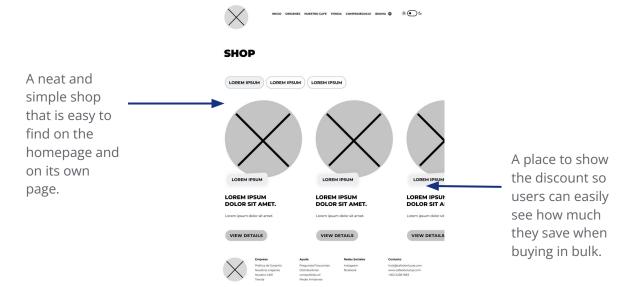
"PELLENTESQUE ULTRICIES TURPIS NEC VULPUTATE ACCUMSAN. PELLENTESQUE ET TURPIS PORTA, AUCTOR QUAM SED, LAOREET VELIT. CURABITUR LIGULA JUSTO, DAPIBUS NON QUAM IN, DIGNISSIM DICTUM DOLOR."





# Digital wireframes

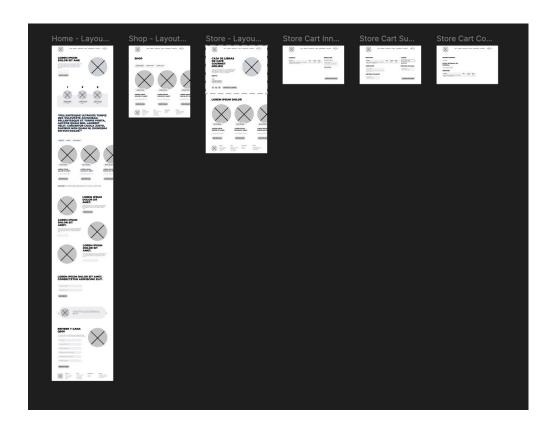
The resolution of user pain points was prioritized: building trust, simplifying processes, and ensuring intuitive navigation.





# Low-Fidelity Prototype

The low-fidelity prototype was created with a user-centered focus. This process allowed for visualizing the basic structure of the interface, prioritizing simplicity and ease of use.





# Usability study: findings

A remote usability study was conducted with five users in Guatemala to evaluate whether the designed application was easy to use and effectively addressed the identified user problems.

#### First round findings

- 1 Users recommended adding a Notes field before placing an order.
- 2 Users had trouble seeing the mobile menu, since the background of the page was distracting them.



# Refining the design

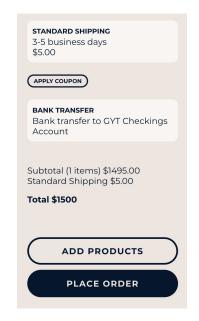
- Mockups
- High-Fidelity Prototype
- Accessibility



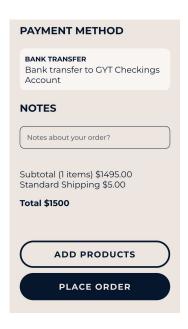
# Mockups

Based on the usability study, which showed that users wanted a note section for order details, the design was updated to include this feature.

#### Before usability study



#### After usability study

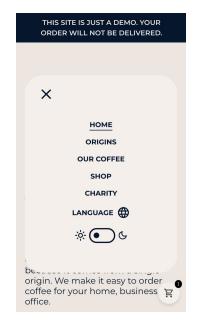




# Mockups

After the usability study showed that users had trouble seeing the mobile menu due to a distracting background, the design was changed to blur the background when the menu is open to improve the user experience.

#### Before usability study



#### After usability study





# Mockups







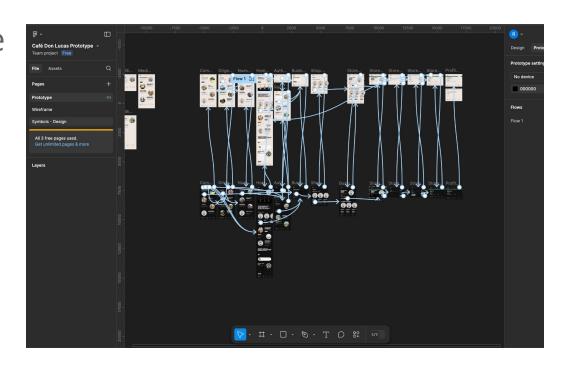






# High-Fidelity Prototype On Adobe XD

[Link to the high-fidelity prototype on Figma]





# High-Fidelity Prototype Code

[Link to the GitHub repository]

[Link to the deployed app]

```
··· JS App.is X
V COFFEE-SHOP
                                           import React, { useEffect } from 'react';
  v components
                                           import GlobalStyle from './assets/styles/globalStyles';
   ∨ Hero
                                           import { BrowserRouter as Router, Route, Routes } from 'react-router-dom';
    Namelattar
                                           import HomePage from './pages/HomePage';
import CoffeePage from './pages/CoffeePage';
    ReferEarn
                                           import AboutPage from './pages/AboutPage';
                                            import BlogPage from './pages/BlogPage';
    context
                                           import CharityPage from './pages/CharityPage';
   pages
                                           import ProductDetailPage from './pages/ProductDetailPage';
  JS AboutPage.is
  JS BlogPage.js
                                           import { ThemeProvider, useTheme } from './context/ThemeContext';
                                            import { CartProvider } from './context/CartContext'; // Import the CartProvider
  JS CoffeePage.is
  JS ContactPage.js
                                           const AppContent = () => {
  JS HomePage.is
  JS ProductDetailPage.js
                                             useEffect(() => {
  JS ShopPage.js
    ._.DS_Store
                                                 document.body.classList.add('dark');
 # App.css
                                                 document.body.classList.remove('dark'):
  JS App.test.js
                                              ), [isDarkMode]);
 # index.css
 fa logo,svq
 JS reportWebVitals is
 IS catunTacto ic
                                                   <Route path="/" element={<HomePage />} />
.gitignore
                                                   <Route path="/origenes" element={<AboutPage />} />
                                                    <Route path="/nuestro-cafe" element=(<CoffeePage />) />
                                                    <Route path="/tienda" element={<ShopPage />} />
JS config-overrides.is
                                                    <Route path="/blog" element={<BlogPage />} />
R LICENSE
                                                    <Route path="/compraleducal" element=(<CharityPage />) />
{} package-lock.json
                                                   <Route path="/product/:id" element={<ProductDetailPage />} />
() package.json
OUTLINE
> TIMELINE
```



# Accessibility considerations

1

The app was designed with a Dark Mode to enhance the user experience, especially for those with high sensitivity to brightness.

2

Prominent headers and alternative text (alt) were used for both headers and images to enhance the user experience, especially for those using screen readers.

3

The app lets users switch between English and Spanish to make it easier for non-Spanish speakers.



# Going forward

- Takeaways
- Next steps



# Takeaways



#### Impact:

The project streamlined the order process and enhanced customer experience with a user-friendly system. Features like language options and dark mode improved usability, while prioritizing quality strengthened the company's brand and helped build long-term client relationships.





#### What I learned:

I learned the importance of user research in guiding design decisions. Surveys and interviews revealed that users value quality over price, which influenced the decision to focus on a simple, accessible ordering system instead of a subscription model. This taught me how critical accessibility features are for meeting diverse user needs.

#### Next steps

1

Consider implementing a loyalty program or targeted discounts for B2B customers to boost retention and sales, based on further user research.

2

Continue collecting user feedback on recent improvements (Notes field, single coffee bag selection, and mobile menu) to make data-driven design updates.

3

Explore adding more language support or regional customization to attract new customers in different markets.



#### Let's connect!



The design and development of this user experience showcase everything I accomplished over three months, addressing key user needs and pain points. I'm excited about the opportunity to help take your company's user experience to the next level. If you're interested in discussing further, feel free to contact me at <a href="mailto:hello@uxrodrigo.com">hello@uxrodrigo.com</a>. Thank you very much!

Link to my website

