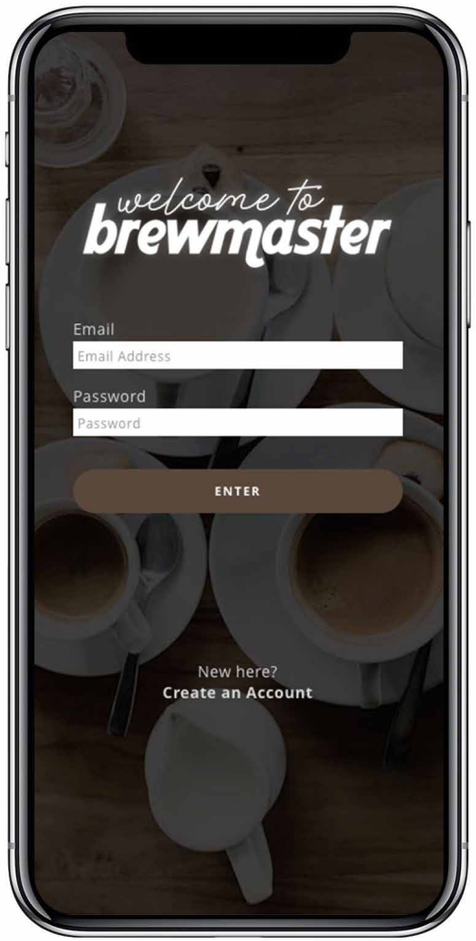

welcome to
brewmaster
by alicia bond

what is brewmaster?



Brewmaster is a concept app created for your phone that allows you to order a beverage from a coffee maker.

The final prototype gives the user the ability to see what the process would be to order a brewed beverage via the Brewmaster app; from scratch, via a previous order and setup a recurring drink order. They can decide when they want their drink to be made, browse their drink options and pick what size of drink is best for them.

demo:

Watch the demo on YouTube now!
https://youtu.be/hc77OsmhvXw

1 use case

Describe the product you plan on designing or redesigning.

The product that I plan to design is an app for your phone that controls an interface on a coffee maker. The app would let you start, stop and schedule the machine to make coffee and other coffee drinks.

Describe your users and how they might use the product.

My users could be anyone who uses a coffee maker. From an individual home user to an office full of people. The app would let you start, stop and schedule the machine to make coffee and other coffee drinks in a variety of sizes, from single serve to carafe sizes.

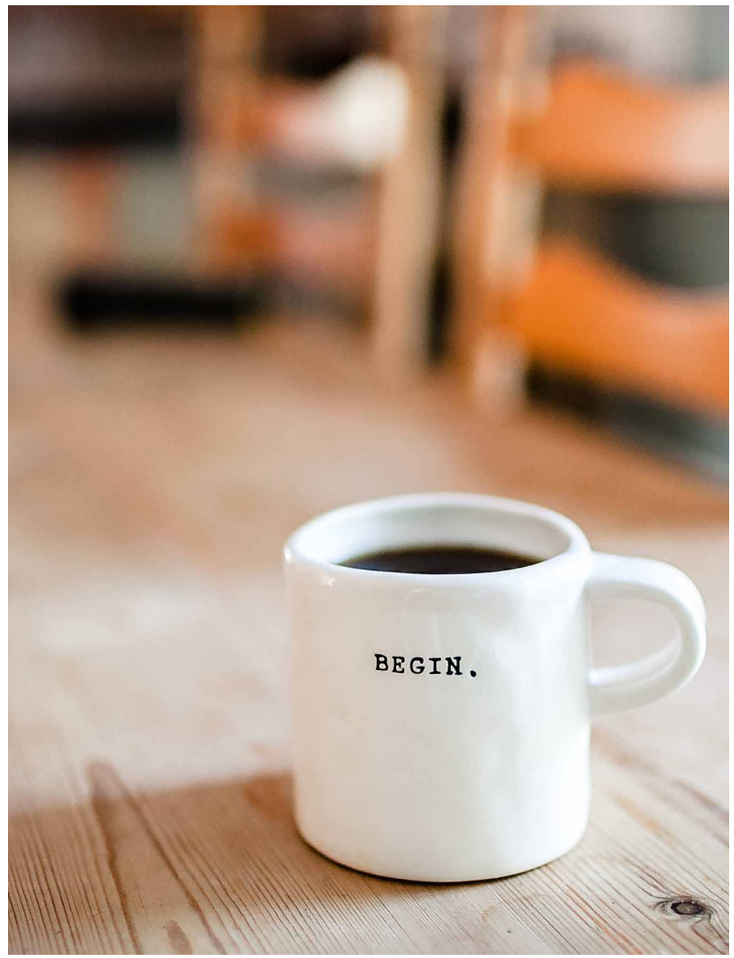
Describe how you would apply a user centered approach to the design.

Interviewing users would be central to applying user centered design to this project. It would be very important to know what they would want to do with the app and how they would use it every day to make important design decisions and really get to the bottom of what they want this app to solve for them.

Close user involvement along the way would make the product more likely to meet users' expectations and requirements for a better overall user experience.

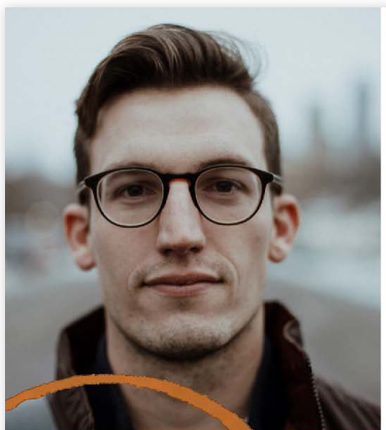
Personas would also need to be created for each conceivable type of user to make sure all the requirements were being met. The difference between the home user and the office user could present different challenges that need to be addressed.

User testing could also be used once a prototype has been created to see if they can successfully use the prototype to accomplish specific tasks and how effectively and efficiently they do so.



2 personas

Two personas were created to cover the most frequent users.



USER PERSONA

Sean Edsall

27 years old
Sacramento, CA
Software Engineer
Single

Wants & Needs

- Use daily in the office
- Likes the 'coffee house' taste but doesn't want to pay the 'coffee house' price tag
- Speed of use when using it at work, needs the coffee fast
- Productivity - uses to help increase work productivity
- Status - likes name brands that make him look 'in-the-know'
- Convenience of use/ simplify a task he's already doing

Coffee

Drinks Per Day | **6**
Favorite Drink | **Latte**
Consumption | **Daily**

Technology

Phone Activity |
Technology Level |
Online Shopping |
Early Adopter |
Gadgets |

Social Media

Facebook | **5%**
Instagram | **80%**
Twitter | **15%**

USER PERSONA

Gabby Henrickson

36 years old
Greensboro, NC
Middle School Teacher
Married with two Kids

Wants & Needs

- Wants coffee ready to-go in the morning
- Trying to stay awake as a busy mom of two young kids
- Programable to have coffee ready when she needs it
- Wants to be able to use it to make things other than coffee [tea/hot chocolate/ hot water]
- Convenience of use/ simplify a task she's already doing

Coffee

Drinks Per Day | **3**
Favorite Drink | **Black Coffee**
Consumption | **Almost Daily**

Technology

Phone Activity |
Technology Level |
Online Shopping |
Early Adopter |
Gadgets |

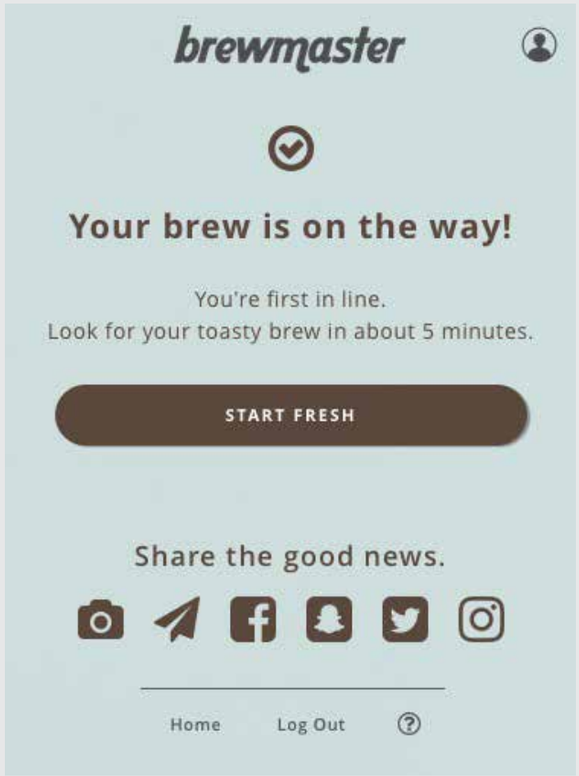
Social Media

Facebook | **50%**
Instagram | **50%**
Twitter | **0%**

Sean, would primarily be using the app at work where he spends a lot of time and drinks a lot of coffee. He's tech savvy and would most likely be an early adopter and heavy user. He also prefers a drink that has multiple steps to build and create. The office is the perfect scenario for a variety of different drinks and sizes that would need to be created through the app on a regular basis.

Gabby, while not as tech savvy, still knows her way around a phone. She has different priorities for what she would be looking for in a coffee maker, with her primary use of the app being at home. She works full-time and has two kids, her priorities are different but they both share the want and need for convenience of use. She wants to use her coffee maker to make regular coffee and occasionally something else for the kids or herself. But she also wants the convenience to program it ahead of time so she can stay on schedule with her busy life.

Personas
lessons learned



☞ Order Confirmation page from final prototype as a result of this lesson learned. It gives the user their position in line and expected wait time before their beverage is ready.

This step really made me nail down and think about what would be most important to my two main users.

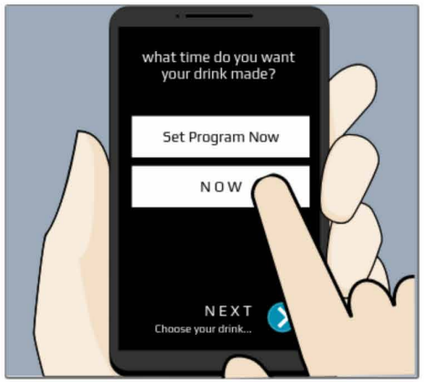
From this part of the process I realized that it would be necessary to have a queue; within the office setting (and possibly in a home setting) there could be multiple users using the coffee maker at one time. Communicating this to the user would be important, along with their expected wait time.

3 storyboards

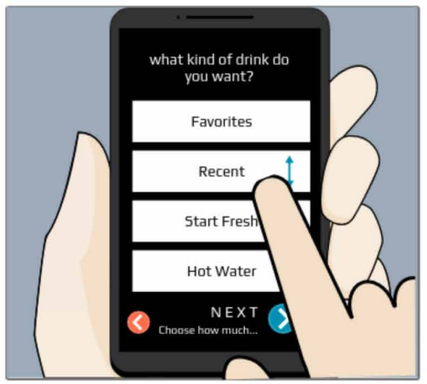
Sean, in office.

Right before the start of their meeting Sean decides he could use some coffee and asks the group before they start if anyone else would like some coffee.

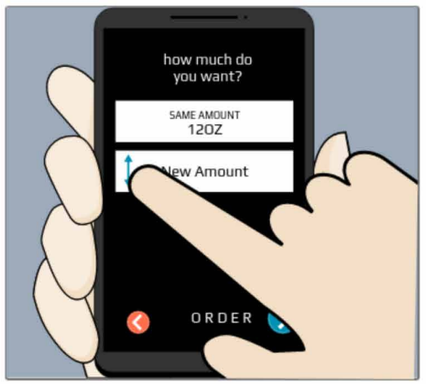
The group decides they all want coffee. Sean gets out his phone and opens the coffee app to start an order.



He wants the coffee made now and selects 'next'.



He wants something that he recently made. He selects 'recent' and scrolls through until he finds what he's looking for and selects next.



Normally, he would choose the same amount for himself, but because he's ordering for a group he selects 'new amount' and scrolls through to select a carafe and selects 'order'.

Because there are multiple users to one coffee machine in the office, a queue is used. The app lets them know that they are first in line and estimates the time till the coffee will be ready.

Sean, only uses his app for her coffee maker in the office. This storyboard gives a realistic scenario of how he would use the app on a regular basis.

3 storyboards

Gabby, at home.

Gabby, only uses her app for her coffee maker at home. This storyboard gives a realistic scenario of how she would use the app on a regular basis.

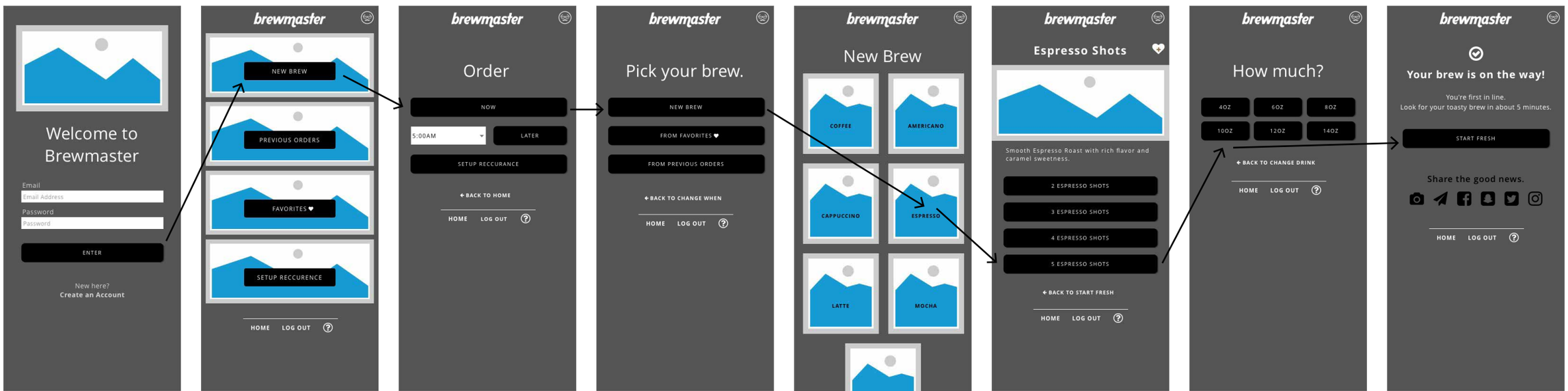
Storyboards
lessons learned

This step helped me to form the majority of the user flow. While some of it changed from this step to the next the concepts were strongly routed in the conceptualization of someone actually using it. I found the storyboards very helpful.

From this part of the process the user interactions became very important. It helped me to form the proceeding actions based off of the users needs to get from beginning to order confirmation.

4 wireframe

https://hc1oyp.axshare.com



A fully interactive wireframe was created for this step. Allowing the user to walk through ordering from the home screen from a New Brew, Previous Order, Favorites and a Recurrence.

Example interaction, from login to ordering something now. The user is immediately prompted to pick from four ways to order after logging in to their account and then guided through choices via button options to the order confirmation page.

Wireframe
lessons learned

This step was a huge learning process. I have never used Axure before, only being familiar with Adobe XD. I learned really quickly that Axure was really powerful with it's ability to create interactions, but I wasn't very sure on how to use the majority of them. This is something I would be very interested in learning more about, but could only find a couple tutorials on the most up to date version of Axure online.

This process made me realize almost immediately that a lot of the user interaction created conditional interactions based on which path the user decided to take to complete their order. If the user decided to take a different path then the choices must change accordingly.

5 prototype

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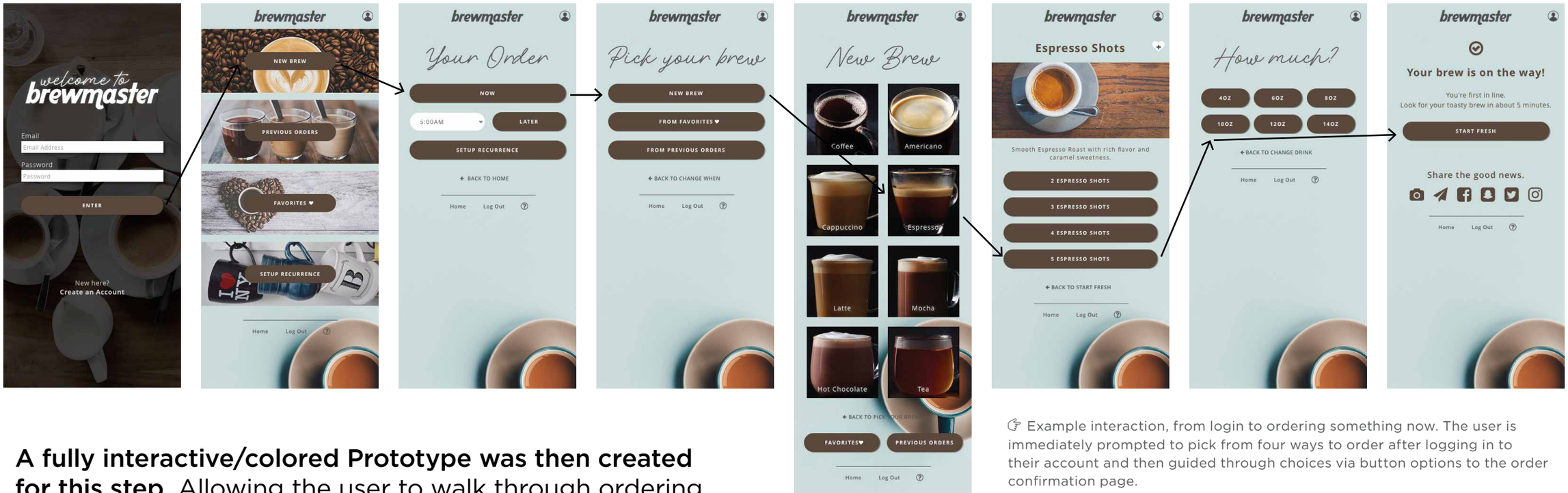


A fully interactive/colored Prototype was then created for this step. Allowing the user to walk through ordering from the home screen from a New Brew, Previous Order, Favorites and a Recurrence.

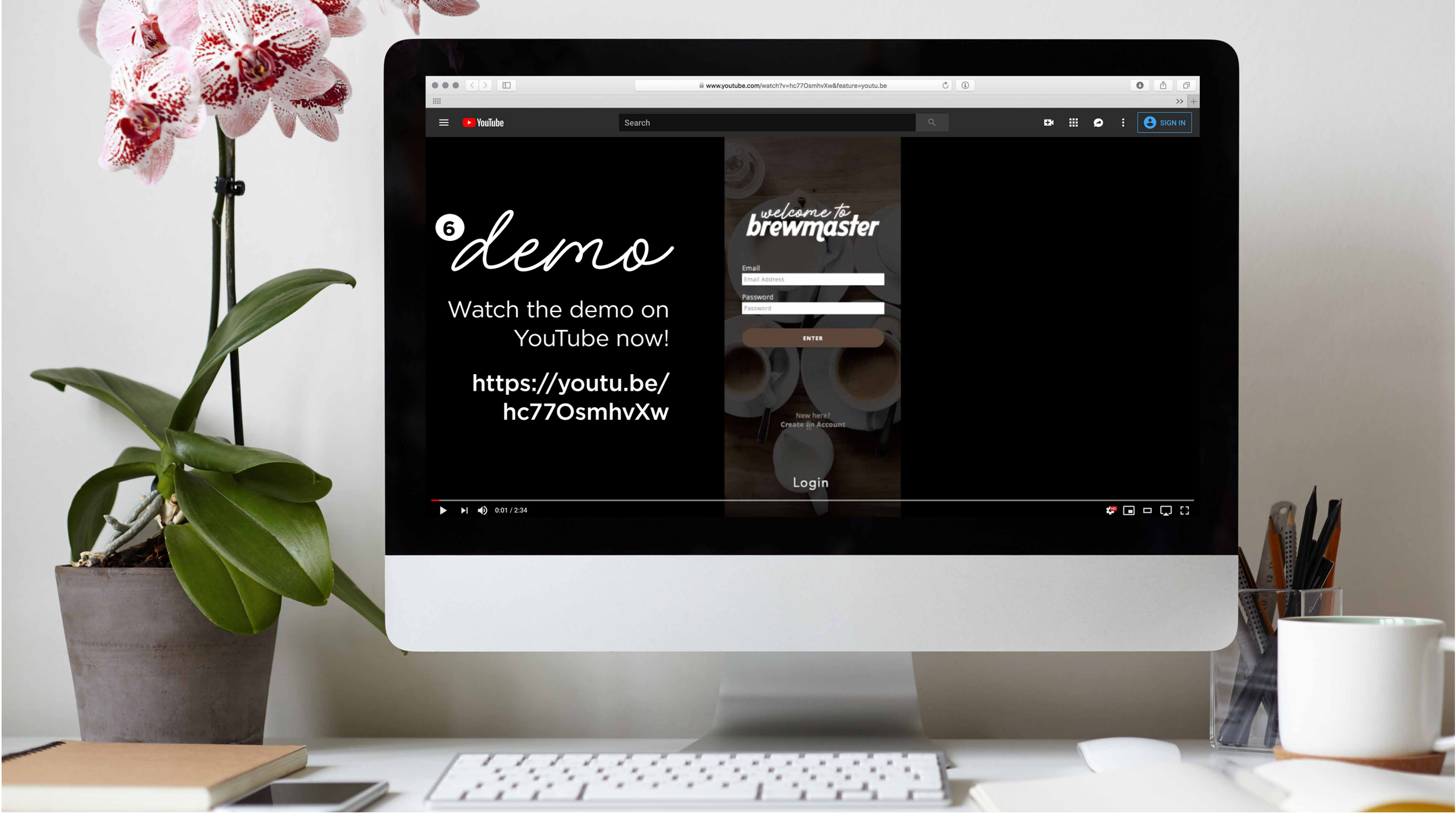
Example interaction, from login to ordering something now. The user is immediately prompted to pick from four ways to order after logging in to their account and then guided through choices via button options to the order confirmation page.

Prototype
lessons learned

I was really glad that I had spent the time to make the wireframe fully interactive. It gave me the rest of the time to make sure that everything was working correctly and style it the way I wanted it to look.

I still found things that I had missed during this step; for example, early on I had promised that the app would be able to produce hot water. There were many iterations of a lot of aspects. And I learned how to do new interactions from trial and error.

This process made me very aware of interactions that I would want to add and changes I would make want to make just from the first pass through. It will also help me make a better go at it the next time around. A lot was learned along the design wheel.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