New Brews Coffee Co. - Online Ordering Case Study

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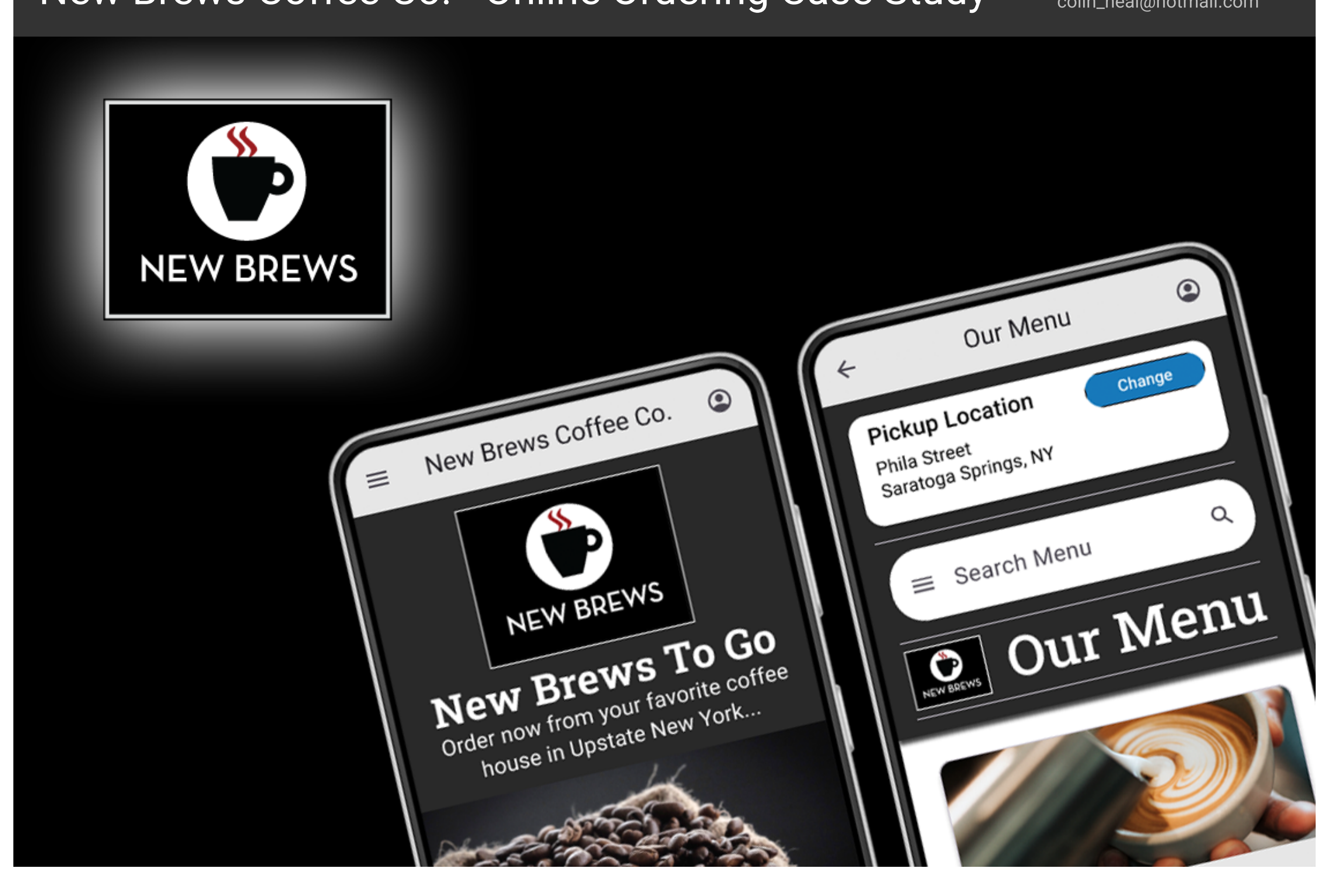

NEW BREWS
New Brews Coffee Co.
NEW BREWS
New Brews To Go
Order now from your favorite coffee house in Upstate New York...
Our Menu
Pickup Location
Change
Phila Street
Saratoga Springs, NY
Search Menu
Our Menu

Goals

Business The business goal of this project was to test the prototype of the new online ordering app for New Brews Coffee Co., a ficticious four store chain of coffee shops in Upstate New York north of Albany. This testing has allowed for New Brews to implement changes and improvements to the proposed app service before it officially launches to the public.

User The user goal of this work was to test the process where customers select, order and purchase items for pickup at the nearest New Brews location.

My Roles

- Usage Analysis
- UX Strategy
- Market Research
- Interaction Design
- Prototyping
- Usability Testing
- Icon Design

> "Colin Neal has a deep passion for information design, information architecture and web development technologies. Colin has demonstrated that he has an extensive knowledge of these areas through his previous academic studies, completing an Information Technology MS and a Communication & Media BS from Clarkson University and a Certificate in Web Programming from Champlain College."
>
> Gavin Smith,
> Marketing Director,
> New Brews Coffee Co., LLC.

Strategies and Objectives

Strategy 1 Better categorize the menu content to make it easier for customers to select and order breakfast and lunch items, as well as provide a wider selection items in certain categories.

Objective 1 Make the breakfast and lunch categories much more well defined.

Objective 2 Add additional items to the menu/shopping cart where it appears that the existing selection is lacking.

Strategy 2 Make it easier for customers to select the specific location where they wish to pickup their order.

Objective 1 Provide customers with more opportunities to select their desired location, as well as provide enhanced visuals (ie. interactive map)

Persona and Scenario - Young Professional Woman

Order Morning Coffee

Caitlin is a web developer from Saratoga Springs, New York who wishes to order a cup of hot coffee every morning before starting work.

Because Caitlin is busy and has numerous time constraints, she would prefer to use an online ordering app where her orders can be placed in advance. Caitlin finds it very important that the menu system of the new app be very easy to use without any major time-consuming hassles.

Original Task Flow

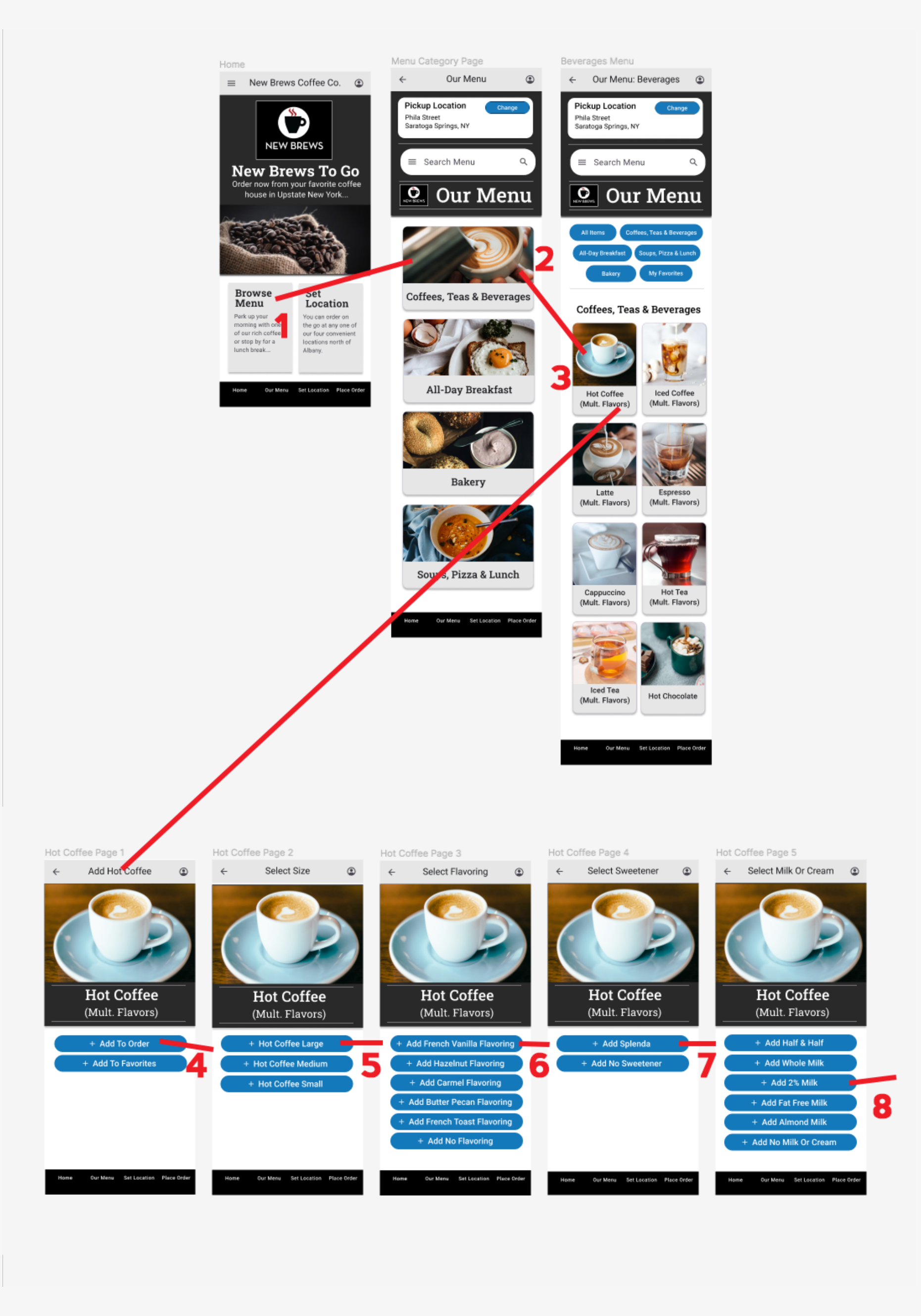
When I began testing the initial task flow of the prototype that I developed, I started to think about what a nuisance it may be for routine customers to have to **go through the same tedious process of clicking through numerous screens every time they want to customize an order of their favorite item.**

I started to wonder whether there was a way that this process could be made easier for customers who always ordered the exact same item(s) with the exact same customized options always being selected. **For instance, could someone who orders a large hot coffee every morning with french vanilla flavoring, Splenda and 2% milk do so with only one or two clicks/taps?**

Task Flow A — 8 Clicks/Taps

In my initial high fidelity UI prototype, customers who wished to order a single item, such as a cup of hot coffee, were essentially constrained to only one task flow which usually involved about a minimum of eight clicks/taps. First, the customer proceeded from the home page to the menu category page before selecting the beverages menu where they clicked/tapped on the icon for hot coffee (3 clicks/taps). Once the coffee was selected, the user was then presented with a series of additional options for further customizing their order (5 clicks/taps for hot coffee; even more clicks/taps may be required for other items).

While the initial task flow for the menu doesn't really have any serious deficiencies, it is not really efficient for frequent customers who almost always decide to order the same item(s) with the same customized options.


Home
Menu Category Page
Beverages Menu
Hot Coffee Page 1
Hot Coffee Page 2
Hot Coffee Page 3
Hot Coffee Page 4
Hot Coffee Page 5
Add Hot Coffee
Select Size
Select Flavoring
Select Sweetener
Select Milk Or Cream
Add To Order
Add To Favorites
Hot Coffee Large
Hot Coffee Medium
Hot Coffee Small
Add French Vanilla Flavoring
Add Hazelnut Flavoring
Add Carmel Flavoring
Add Butter Pecan Flavoring
Add French Toast Flavoring
Add No Flavoring
Add Splenda
Add No Sweetener
Add Half & Half
Add Whole Milk
Add 2% Milk
Add Fat Free Milk
Add Almond Milk
Add No Milk Or Cream
1
2
3
4
5
6
7
8

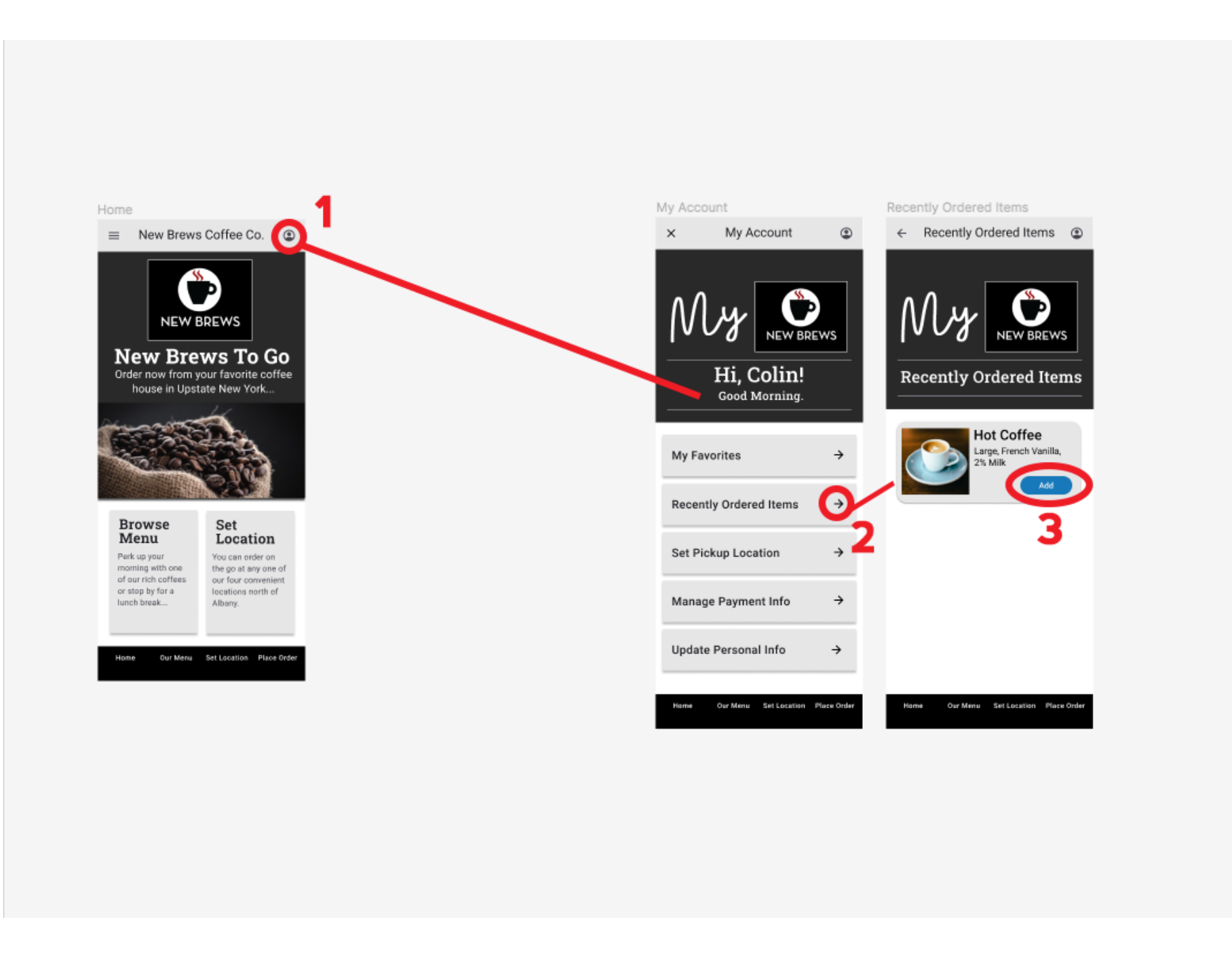
The Improved Task Flow

The issues that I uncovered made me feel as though a solution could be developed by adding a "Recently Ordered Items" section to the "My New Brews" customer portal area.

Modified Task Flow — 3 Clicks/Taps

Under the modified task flow, the user clicks/taps on the circular icon in the upper left-hand screen corner which then takes them to the "My New Brews" customer portal area. When the "My New Brews" page opens, the user then clicks/taps on the recently "Recently Ordered Items" button which opens a page that displays all of the items that the customer has ordered over the past month.

The user now only needs to make one more click/tap to re-order an item that they have recently purchased (with all of their previous customizations/options being saved).


Home
My Account
Recently Ordered Items
Hi, Colin!
Good Morning.
My Favorites
Recently Ordered Items
Set Pickup Location
Manage Payment Info
Update Personal Info
Hot Coffee
Large, French Vanilla, 2% Milk
Add
1
2
3

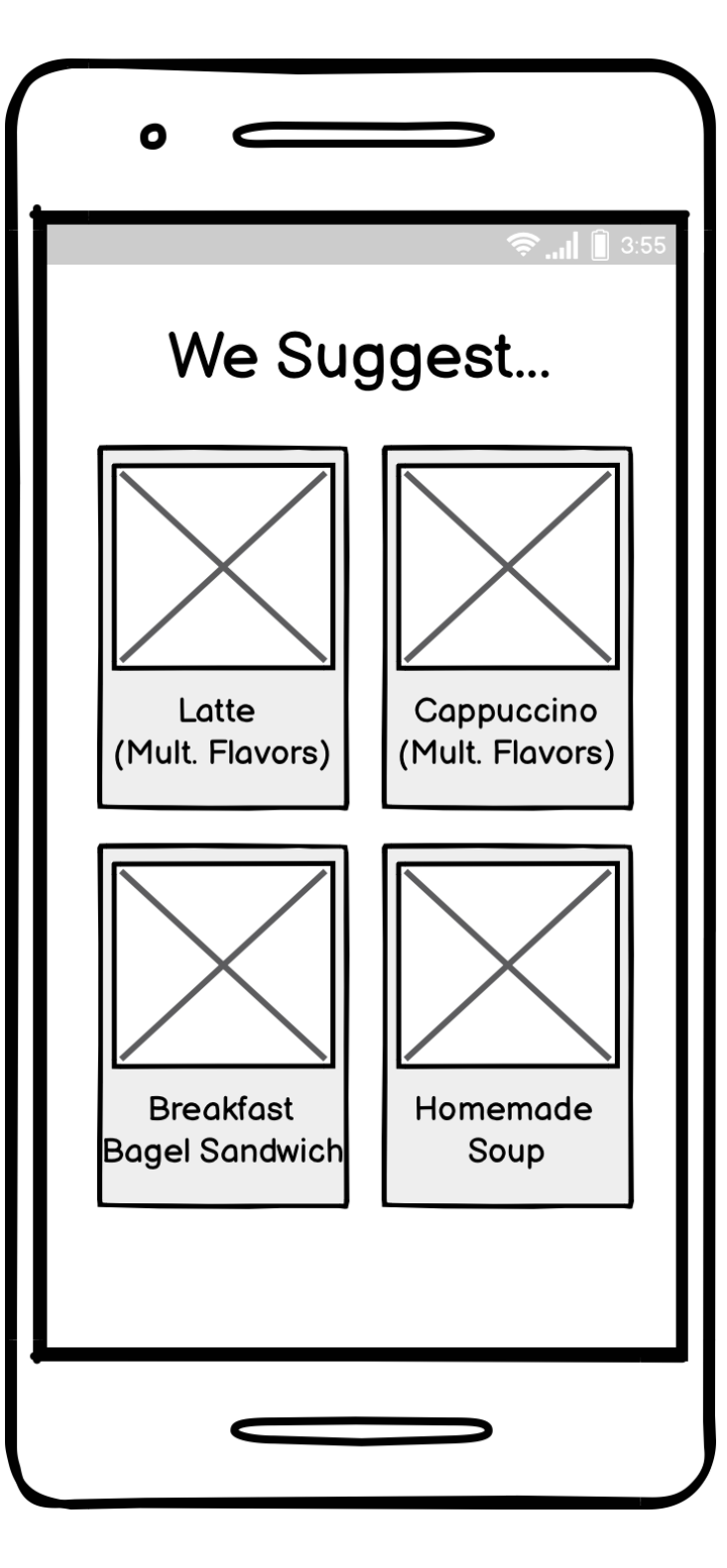
Wireframing, Prototyping, and Testing

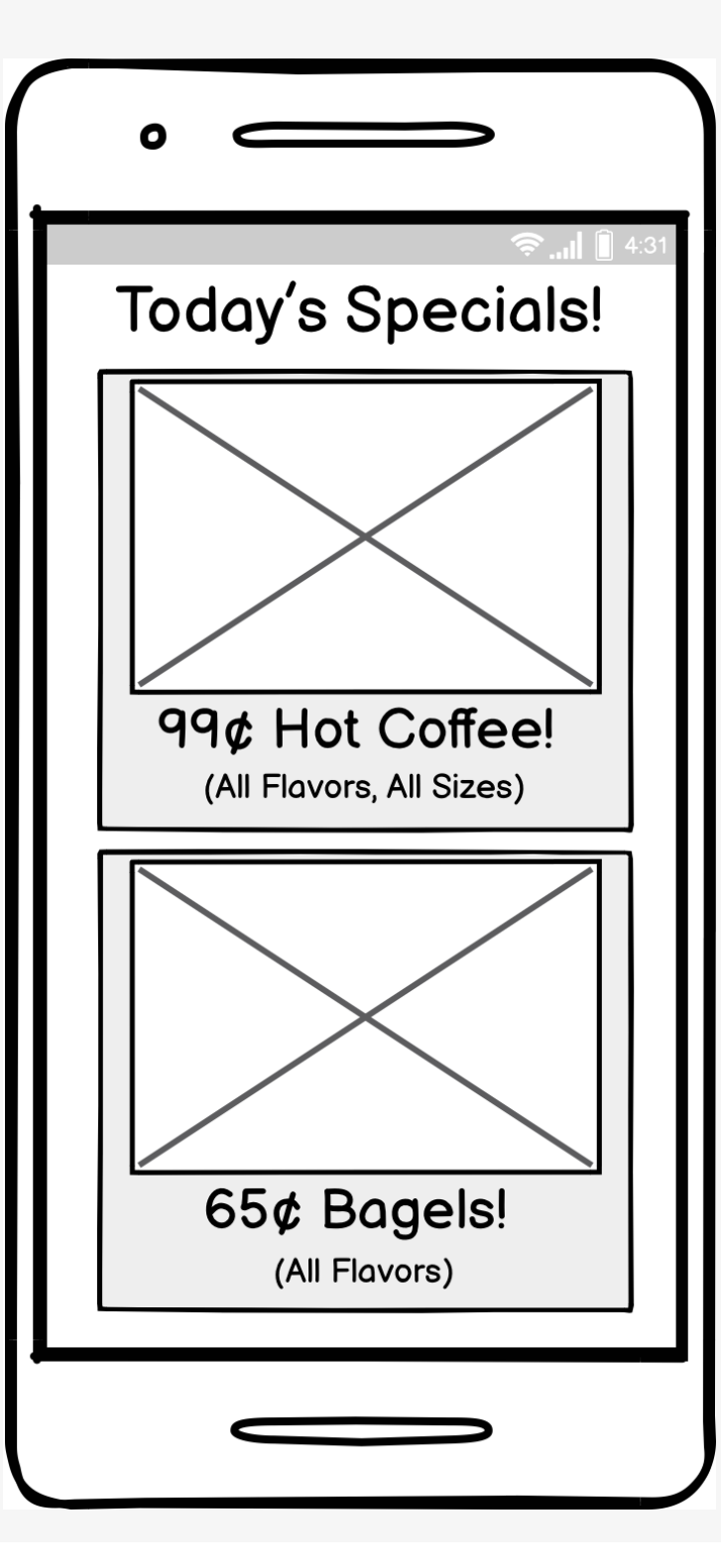
Once I developed a new simplified task flow for the menu that was oriented towards frequent customers, I began to think about other ways that the user experience could potentially be enhanced for those who regularly visit and order items from the app.

Add a "We Suggest" Area

One idea that immediately came to mind that could potentially help to keep frequent customers more engaged with the online ordering service was to add a "We Suggest" area which displays a group of clickable menu items that are selected based on the customer's most recent activities on the app (ie. recent searches, orders, items viewed).

The "We Suggest" area would appear directly underneath the list of recently ordered items that was just added to the task flow in the "My New Brews" customer portal. The placement of the "We Suggest" area in this section is likely a good way to entice customers to try some new items that they could potentially be interested in during the next time that they place their order.


We Suggest...
Latte (Mult. Flavors)
Cappuccino (Mult. Flavors)
Breakfast Bagel Sandwich
Homemade Soup


Today's Specials!
99¢ Hot Coffee!
(All Flavors, All Sizes)
65¢ Bagels!
(All Flavors)

Create Specials or Discounts Based on a Customer's Most Recent Orders

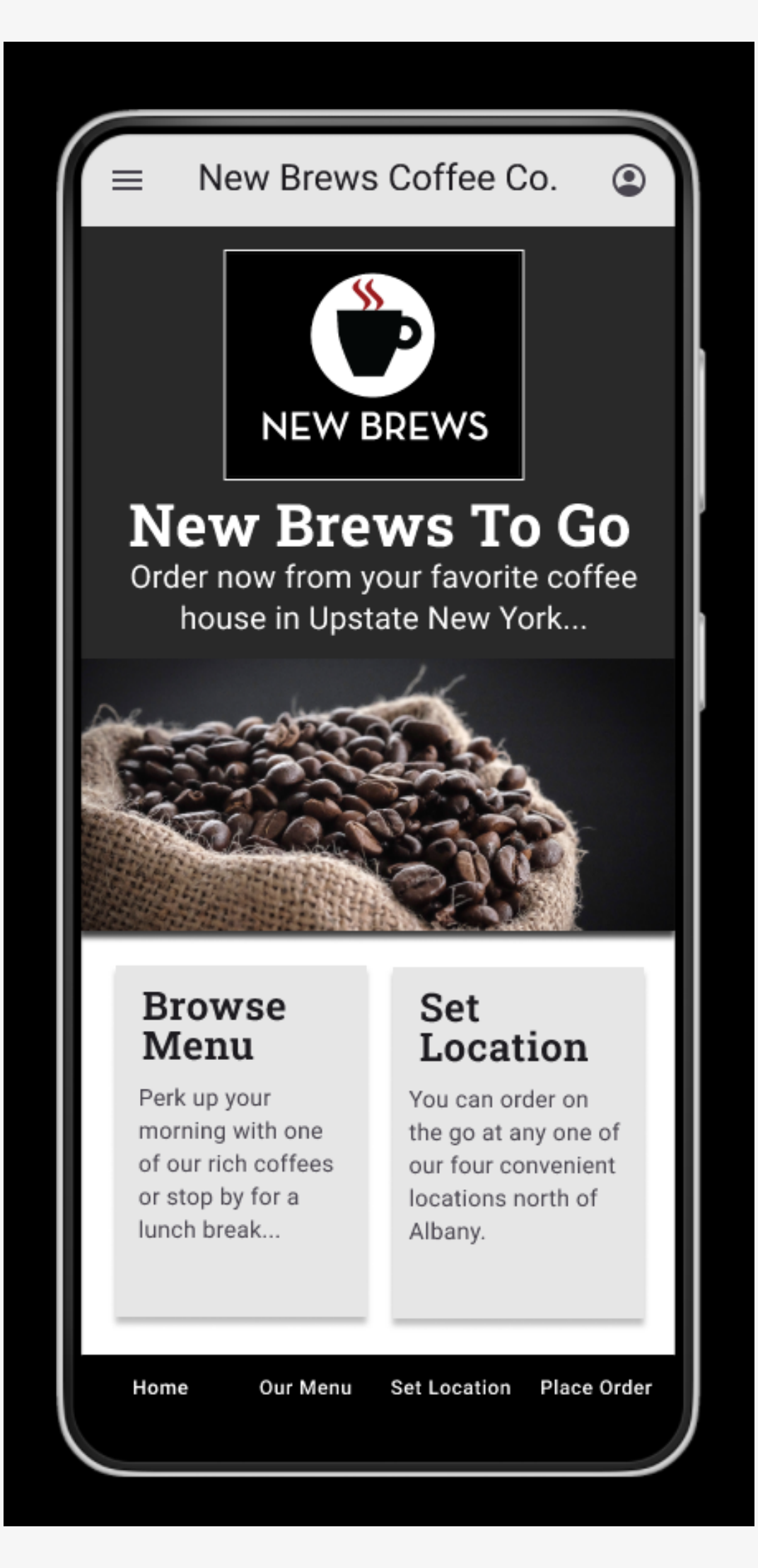
Another idea that I had which could help to keep frequent customers more engaged with the online ordering service is to offer specials and discounts that are based on their most recent activities on the app. Perhaps a "Today's Specials" area could be added to the home page and other additional pages of the site.

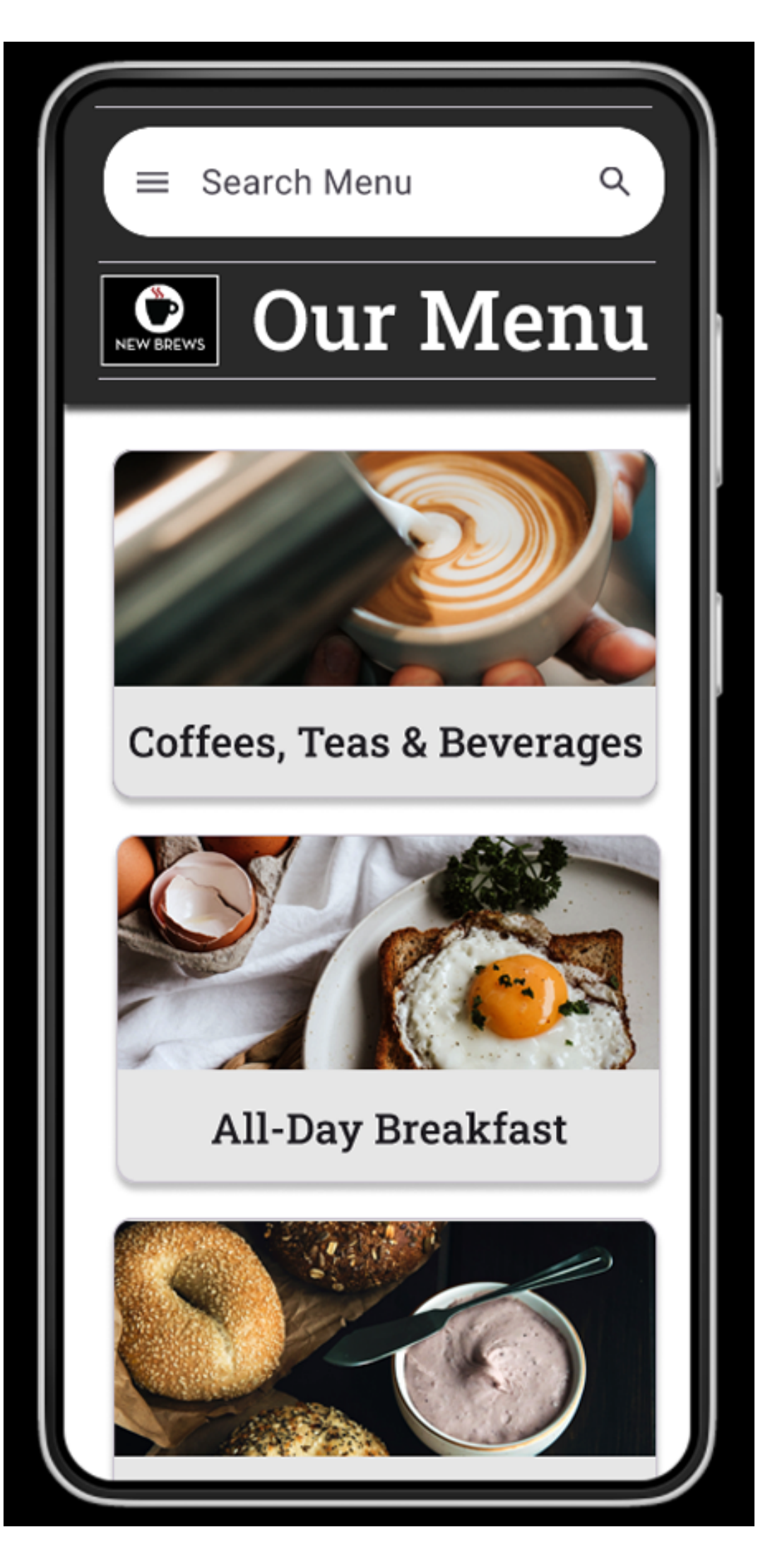
When the customer clicks on the card for each item, it is added to their shopping cart at the reduced price (after the order is further customized).

High Fidelity Design

This project concluded with a number of modifications being made to the high fidelity UI prototype of the online ordering app service. Throughout this section, I share my own feedback on some of the most substantial modifications that were made to the prototype.

The enhanced design of the front-end interface for the online ordering app primarily utilizes Google's Material Design, a component library which takes a minimalistic "life-like" aesthetic approach. In addition, most of the color palette for the app was selected from the open-source Foundation framework that was originally developed by Zurb, a Campbell, CA-based design firm.


New Brews Coffee Co.
NEW BREWS
New Brews To Go
Order now from your favorite coffee house in Upstate New York...
Browse Menu
Perk up your morning with one of our rich coffees or stop by for a lunch break...
Set Location
You can order on the go at any one of our four convenient locations north of Albany.
Home
Our Menu
Set Location
Place Order


Search Menu
NEW BREWS
Our Menu
Coffees, Teas & Beverages
All-Day Breakfast

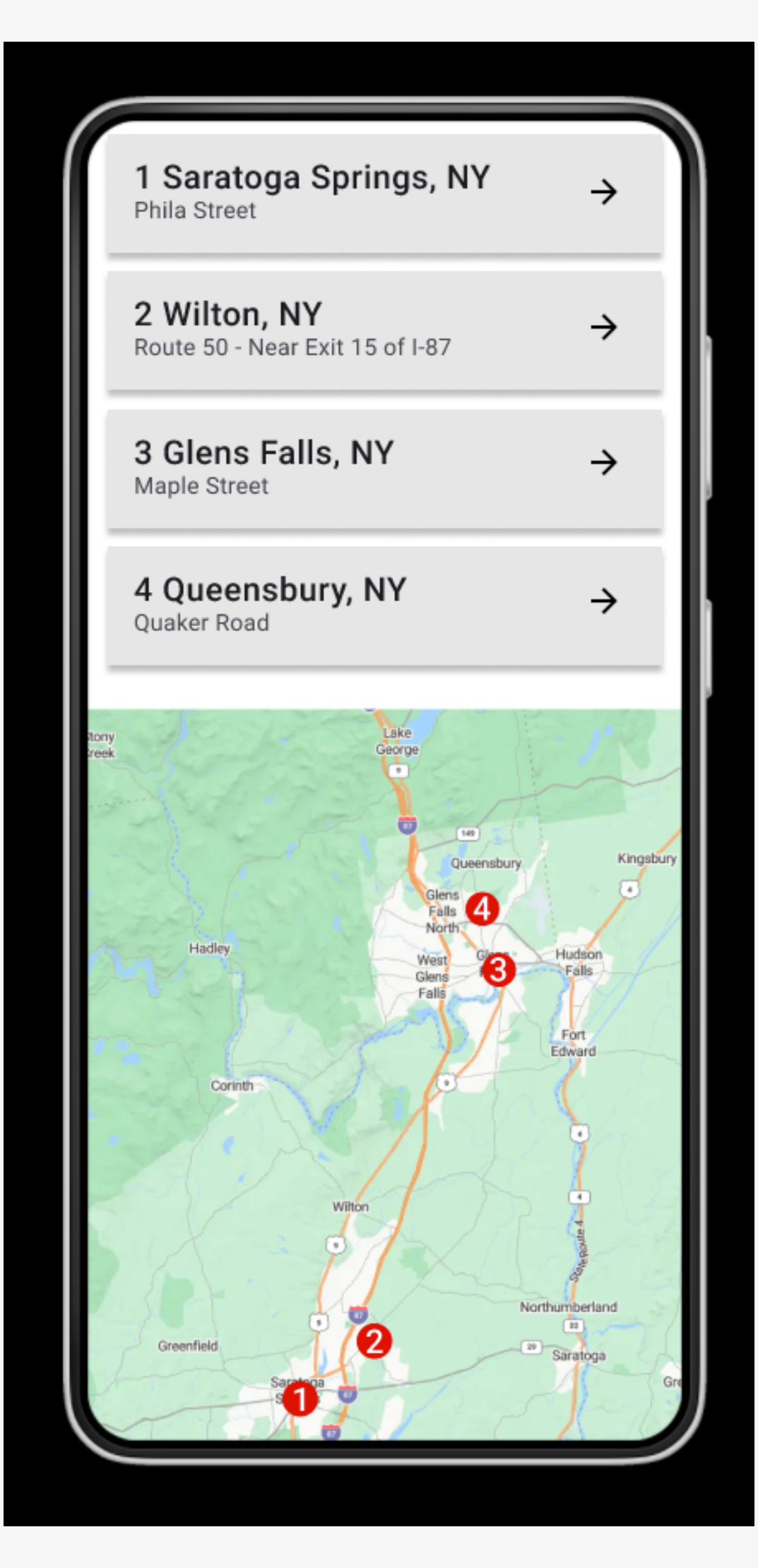
Better Organization Of Menu Content

All breakfast menu items are now organized into a new "All-Day Breakfast" category area that appears underneath the beverages area. This was done to make it easier for morning customers to quickly select a breakfast item after ordering coffee.

Make It Easier for Customers to Find and Set Their Location Preference

To help customers find and select the location where they wish to pick up their order, an interactive map was added to the locations page with pins identifying the exact location of every New Brews store.

Each pin can be tapped by the customer so they can find out more detailed information (ie. daily hours) about every store,


1 Saratoga Springs, NY
Phila Street
2 Wilton, NY
Route 50 - Near Exit 15 of I-87
3 Glens Falls, NY
Maple Street
4 Queensbury, NY
Quaker Road
1
2
3
4

The Results

Topline Revenue When New Brews officially launches its online ordering app to the general public, there is an estimation that monthly same store sales revenues will increase by 25%-30%. In addition, the online ordering service will help New Brews to better compete against national chains such as Dunkin' and Panera, as well as local mainstays such as Uncommon Grounds (Saratoga Springs), Saratoga Coffee Traders, Kru Coffee (Saratoga Springs, Glens Falls) and Cool Beans (Queensbury).

Operational Efficiencies The implementation of an online ordering app will help to streamline the ordering process. Because so many customers will likely order online in advance, this will substantially shorten the customer wait time.