

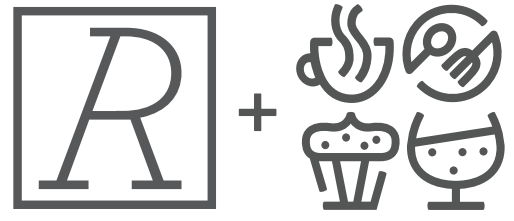
# UX/UI CASE STUDY

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Rudy Arnold



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- 4** User Research
- 6** Low Fidelity Design
- 12** High Fidelity Design
- 12** Final Product



## Project Overview

### Product:

Groundswell serves it's Saint Paul, Minnesota community with top tier Dogwood Coffee, award winning food, and award winning bakery. They believe in supporting their neighborhood, fostering relationships with local organizations.

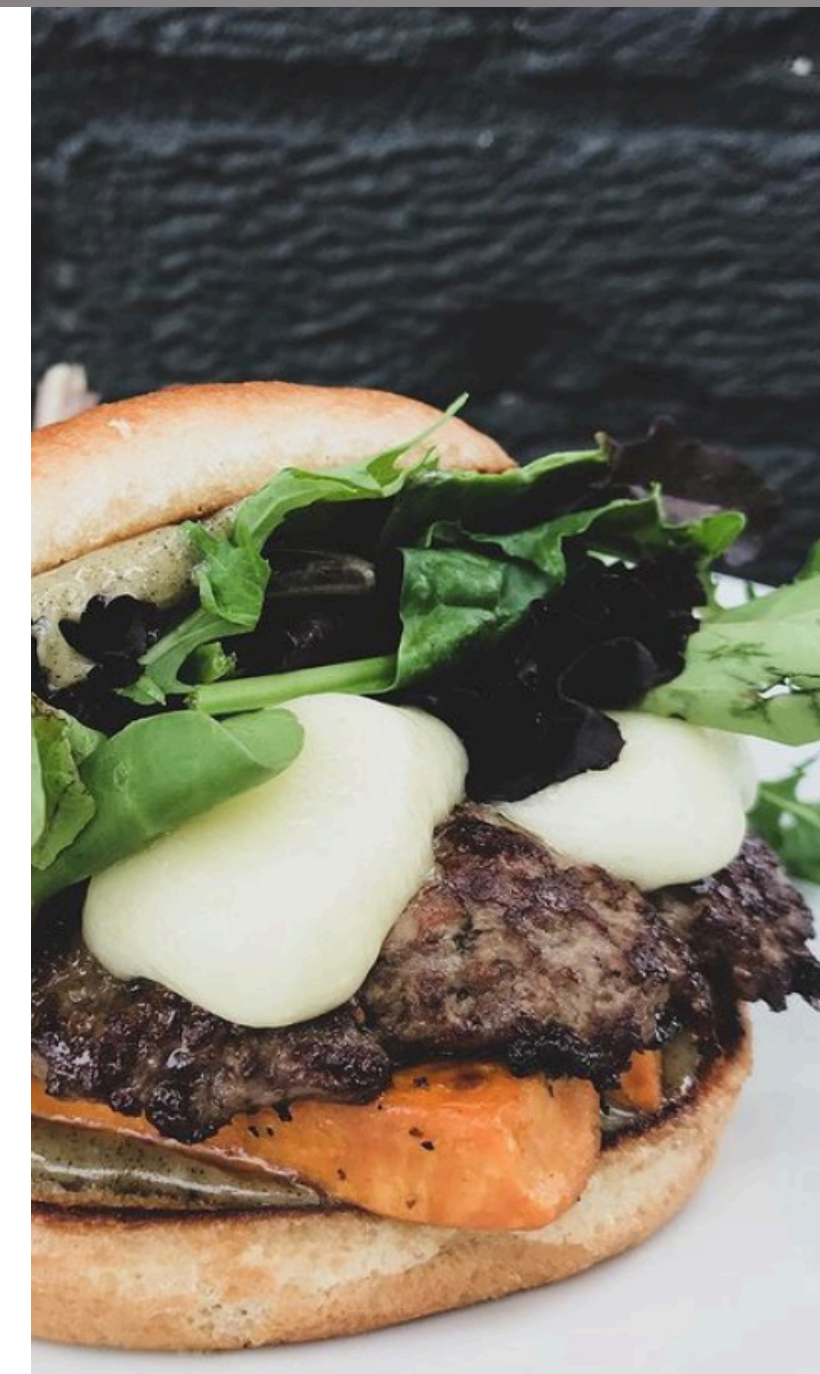
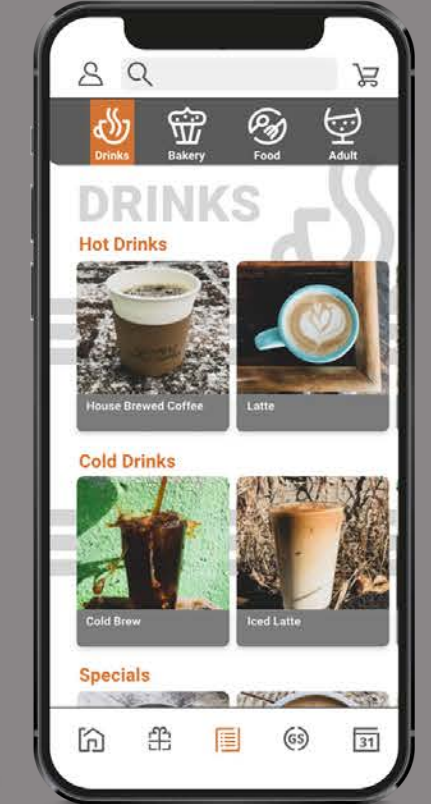
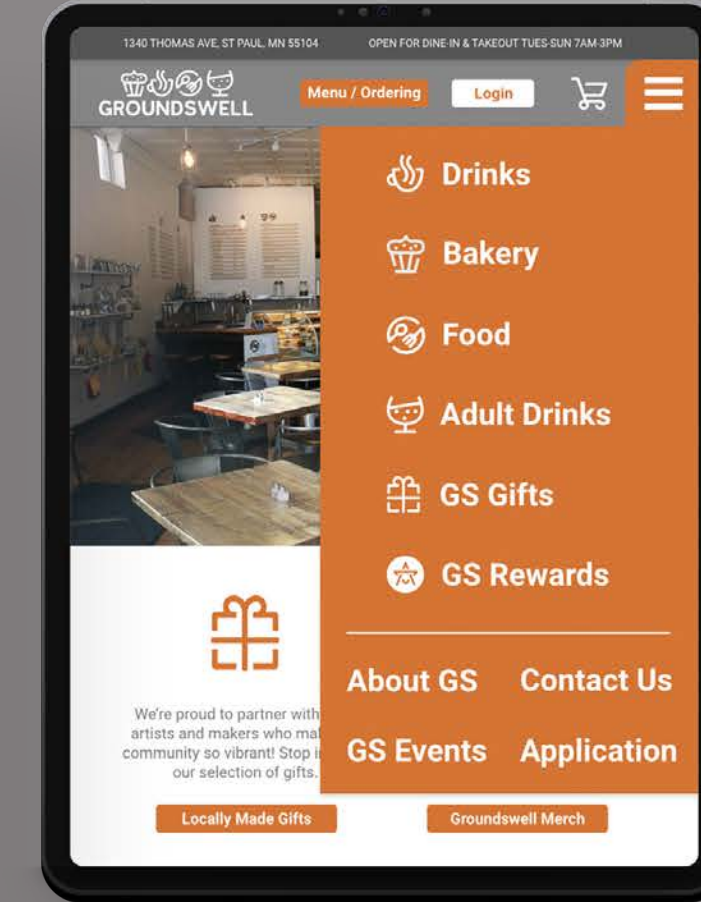
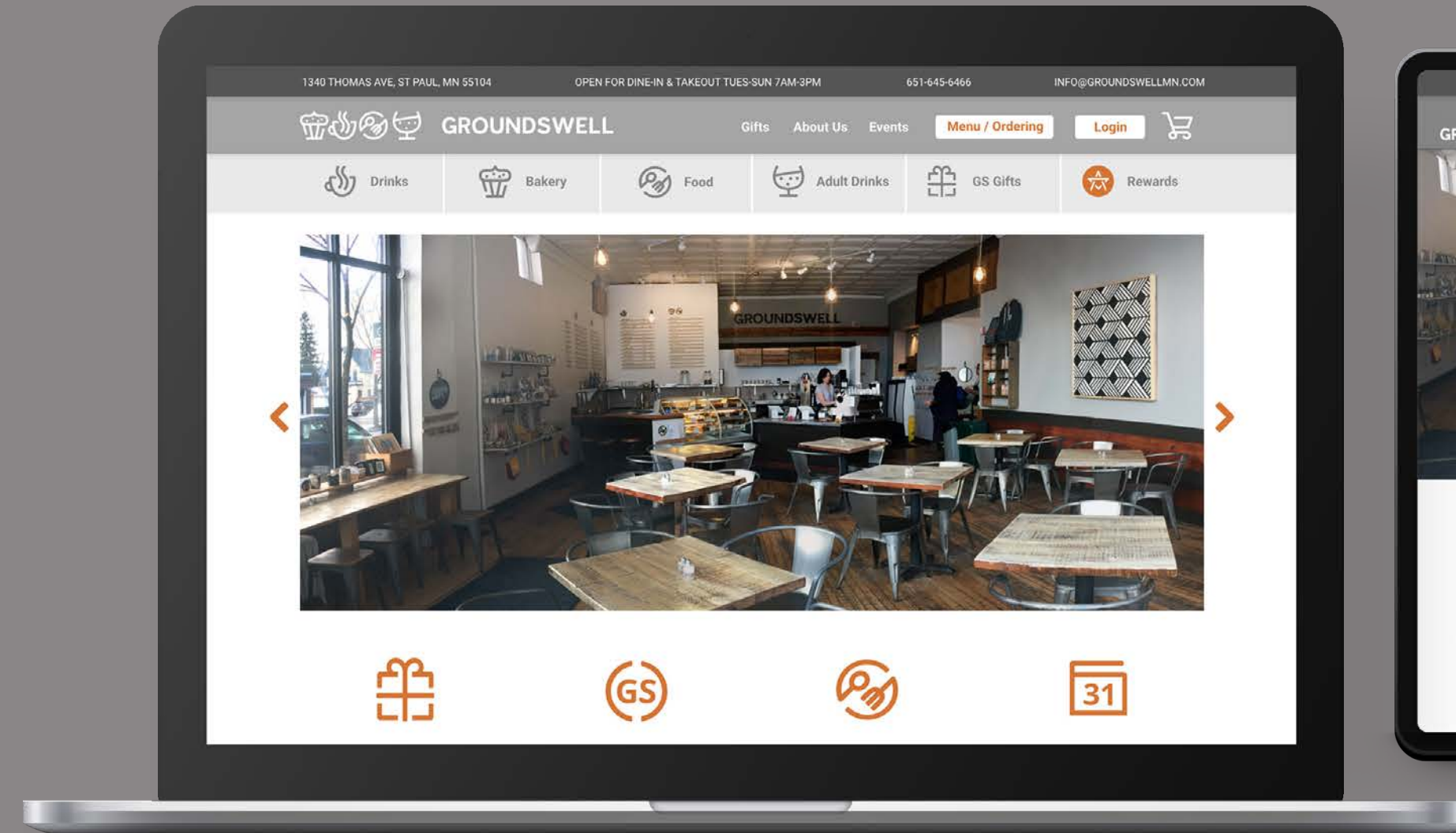
With the challenges that arose in 2020 due to the pandemic, an opportunity arose to learn more about their users and evaluate the ordering services they provide in preparation for a return to normalcy in a post pandemic world.

### Responsibilities:

User Research / Wireframing / Prototyping / User Testing

### Duration:

May 2021 - July 2021





## Design Thinking

### Empathize:

The first step in the process is to understand Groundswell and its users served by the product. In this case Groundswell's customers. Users over stakeholders.

*Tools: Research // Personas // Competitive Audit*

### Define:

Use information gathered from Primary and Secondary Research to generate goals and direction for the project.

*Tools: Problem Statements // Goal Statements // User Flows*

### Ideate:

Use information gathered from Primary and Secondary Research to generate goals and direction for the project.

*Tools: Storyboard // Wireframes // Concepting*

### Prototype:

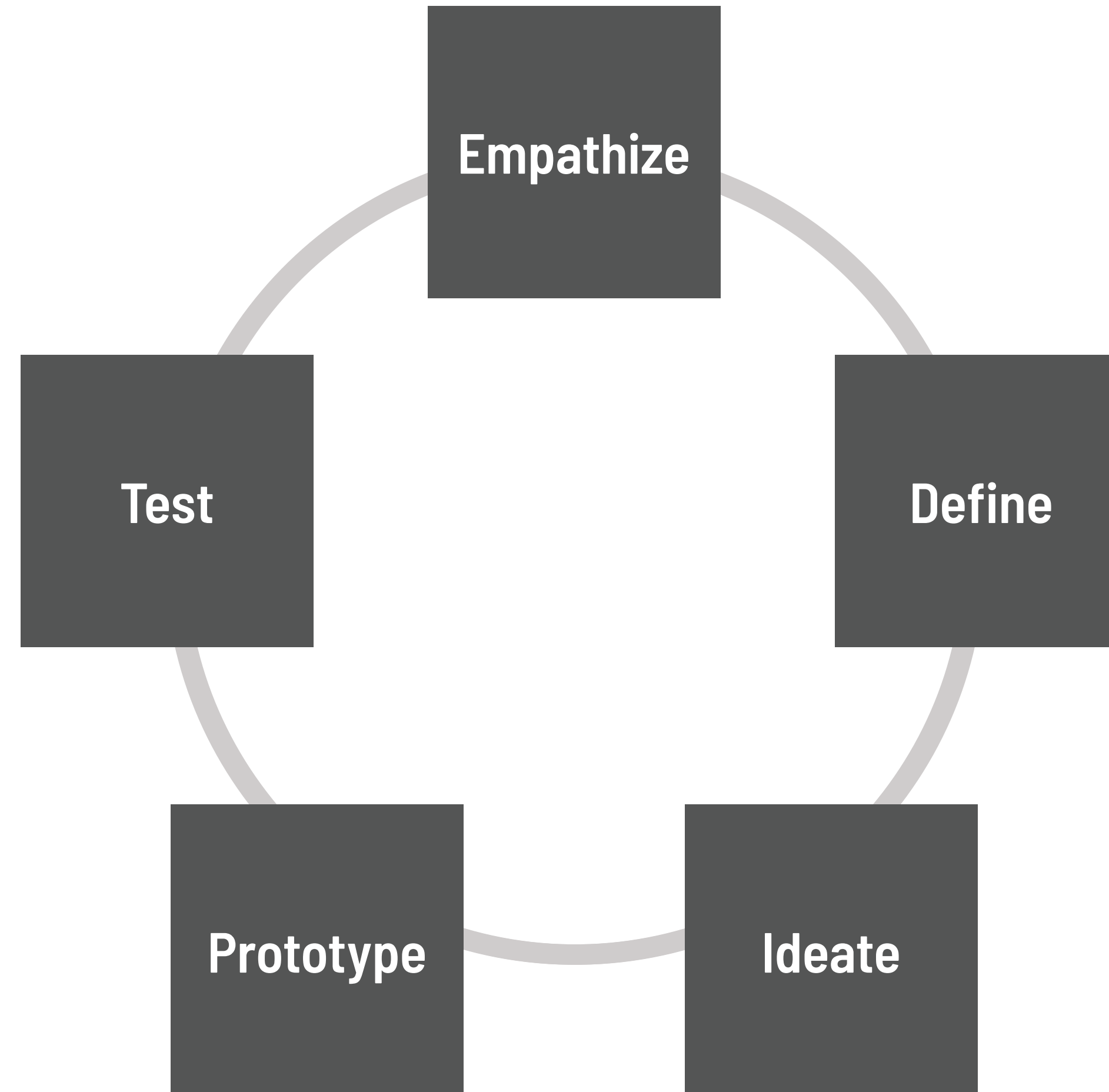
The next step was to create a working prototype from the ideate phase. This step involves very basic digital sketches than can be taken to users and tested.

*Tools: Low-Fidelity // High-Fidelity*

### Test:

After both Low-Fidelity Prototypes and High-Fidelity Prototypes the project should be tested by users with standard process for collecting feedback devoid of bias.

*Tools: User Testing // Iterate*





# UX/UI CASE STUDY

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## USER RESEARCH

- // Competitive Audit
- // User Research
- // Personas
- // Pain Points
- // Problem Statements
- // User Journey Maps



# Competitive Audit

## Competitive:

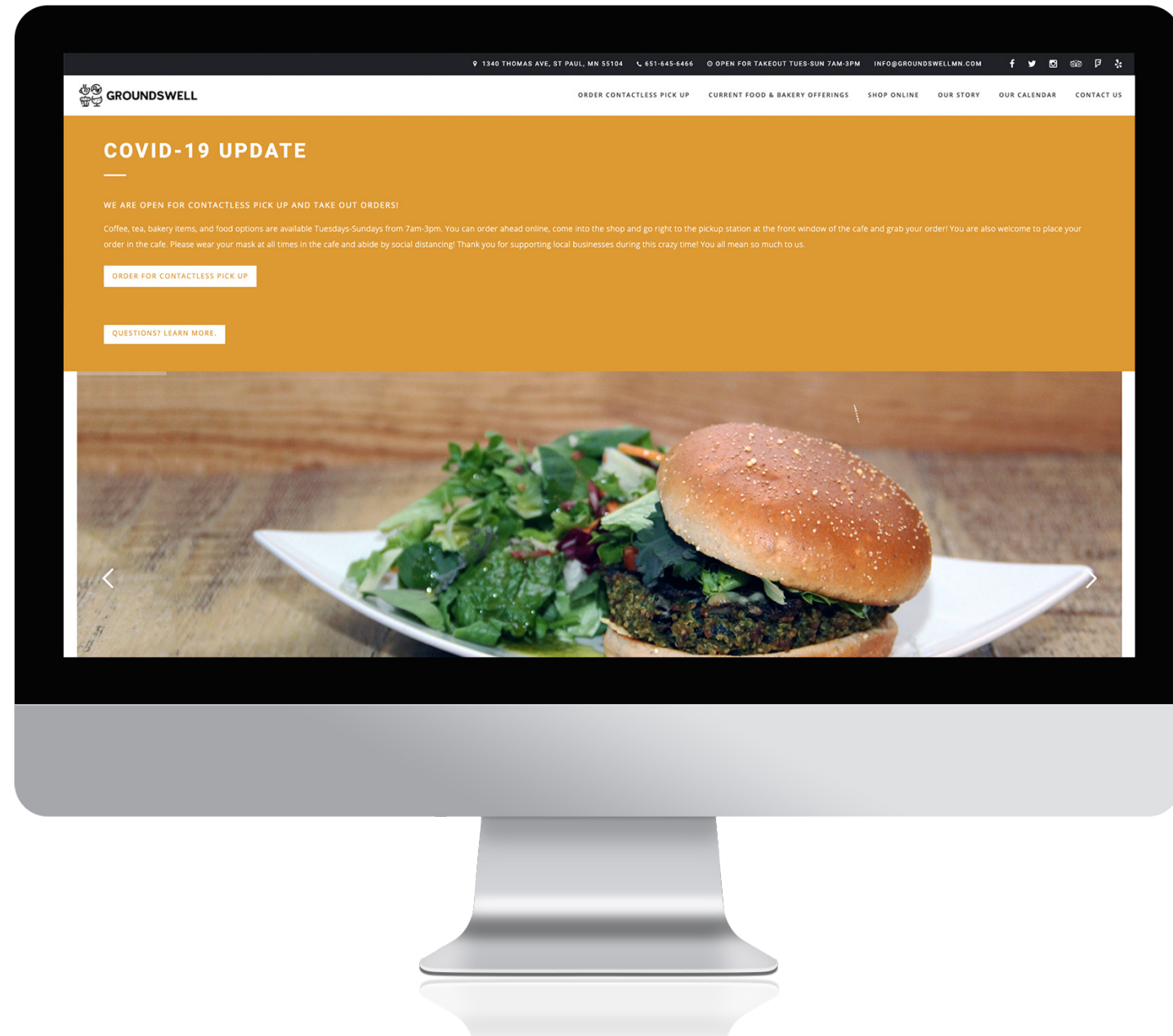
In order to understand the market and solutions other competitors were utalizing 9 coffee shops and their ordering options were analyzed. This information proved vital for the design process, but also to Groundswell.

## Internal:

An internal audit of Groundswell's website was needed in order to see how it ranks in respect to the compitition.

## View Full Competitive Audit

c	General information								(rated: needs work, okay, good, or outstanding)										
	Competitor type	Location	Product offering	Price	Business size	Target audience	Unique value proposition	Desktop website experience	First Impressions	Mobile website experience	Features	Accessibility	Website Interaction	User flow	Navigation	Brand Identity	Website visual design	Tone	Website content
Groundswell (our company)	-	Midway, St. Paul	Full coffee offering 7-8 Brunch Items 3 Lunch Items 6-8 Daily bakery items 3 Beer taps and Wine	\$\$\$	Small-Medium	Local students Young families Young professionals Neighbors	Unique high end artisan pastries, crafted coffee and espresso, and house made brunch menu	Good + Visually appealing food/drinks - Feels a bit dated in design and structure	Okay + Similar functionality - Responsiveness needs work	Outstanding + Third Party Ordering Feature + Online shop	Good + Images of menu items are appealing + Menu is compatible with screen reader - Color Accessibility issues on images	Good + Online order, and shop flow well + Address, phone number, and hours are very easy to find - Menu button does not stand out well and has different name in navigation bar	Okay - Clear indication of clickable elements - No way to get back to Groundswell home page from shop - Can't close warning information on front page pop-up	Good + Clear color scheme, font, and art direction - Some layout and sizing inconsistency between pages.	Good + Good typography - Inconsistent colors between mobile and desktop - Logo does not appear on website as it does in the store	Good + Good typography - Inconsistent colors between mobile and desktop - Logo does not appear on website as it does in the store	Good + Clear color scheme, font, and art direction - Some layout and sizing inconsistency between pages.	Good Feels like a standard wordpress website	Good + All key info is present - Could use a bit less written content in pieces
Neighborhood																			
Grey Fox	Direct	South Mpls	Full coffee offering w/ latte art options 4 Health Smoothies 4 Basic Breakfast sandwiches	\$\$\$	Small	Business Professionals Remote Workers	Specialty latte art with creative drinks and healthy smoothie options	Okay + Visually appealing Ingredients - Website elements overlap - Items look like buttons, but are not clickable	Good + Looks better than Desktop - Menu is not responsive	Needs Improvement - No information about company - Menu is an image	Okay + Website has high contrast and no color issues - Menu NOT compatible with screen reader - Nav bar overlaps content	Good + Easy to find key information - Can't get back to main page in a few instances	Outstanding + Simple and bold - Overlaps other content	Okay + Good typography - Inconsistent colors between mobile and desktop - Logo does not appear on website as it does in the store	Okay + Good typography - Inconsistent colors between mobile and desktop - Logo does not appear on website as it does in the store	Okay + Good typography - Inconsistent colors between mobile and desktop - Logo does not appear on website as it does in the store	Okay Simple HTML website	Okay + Basic information - Basic information	
Penry's Coffee	Direct	Various - Mpls	Full coffee offering 6 Pasteries 2 Crepes	\$\$\$\$	Small	Business Professionals Remote Workers Tourists Downtown	Penry's offers artisanal roasted coffees and teas alongside an all-day menu Thursday - Sunday of house-made sweet and savory crepes, fresh baked goods, and salads.  Our Downtown outpost features a roomy walnut bar, polished green marble and drop lights hanging from 40-foot ceilings, while our newest cafe offers a cozy, lakeside hangout in Downtown Wayzata.	Outstanding + Very Visually appealing Imagery + Very well made b roll video + Clean design	Good + Responsive - Site has a pretty different experience on mobile	Good + Online ordering + On site retail purchases - Events page is blank	Good + Website has high contrast end no color issues - Menu NOT compatible with screen reader - Nav bar overlaps content video	Good + Website flow is easy to use - No way to get back to site from order vendor	Good + Clear and functional - No contact us function	Outstanding + Vibrant video and images + Great consistency + Good typographic choices	Good + Clear and functional - No contact us function	Outstanding + Vibrant video and images + Great consistency + Good typographic choices	Good + Clear and functional - No contact us function	Good Custom website	Good + Short + Focused on info relevant to target audience
Five Watt	Direct	Various - Mpls/St. Paul	8 Award winning coffee cocktails Full Coffee offering Roastery Radio station 5 Flavors of Cold Press	\$\$\$	Medium	Music Lovers Young Professionals Gen X	Keeping communities amplified	Needs Improvement - Home page says very little about company - Nav is an imagery backgrounds	Good + Responsive - Content is not clear	Okay + Store locator feature - Lacks ordering - Menu is incomplete	Okay + Good contrast - Nav bar is on image, not accessible	Needs Improvement - Main page states a value and covid rules, nothing about the company or what their value prop is - Clicking shop locks you into another website without explaining where you are going	Needs Improvement - Not clear - Whims on images, scales differently depending on the screen size - When you click on locations it takes you to a single location	Okay + Some good branding and product design - Poor web design - Few good images - Poor menu design	Okay + Some good branding and product design - Poor web design - Few good images - Poor menu design	Okay Feels discombobulated	Okay + Not structured well - Unsure who Five Watt is, but they do a few different things		
Quikotic	Direct	Highland Park	Full coffee offering Meeting room 2 Breakfast Sandwiches 3 Toasts 3 Parfaits 6 Sandwiches	\$	Small	College Grads Professionals	Quikotic (adj., /kwik-'ta-tik) has a variety of definitions, one of them is used to describe a thought or idea as being "romantically idealistic". John Cleveland proclaimed "The Quikotes of this age fight with the wind-mills of their own heads". Okay cool, so what?  Cleveland is referring to how most of the fear we experience in our day-to-day lives is all in our own heads! And...completely unfounded, similar to when Don Quixote thought he was going to battle against surprisingly large giants, when really his enemies were just free standing wind-mills.  Long story short, at Quikotic we try our hardest to serve up an experience that makes you forget about the giants in your life - even if it's just for a few minutes or a couple hours.	Good + Good photography + Clean design - Carousel has too many images	Okay + Text is easy to read - Responsiveness is lacking - Online ordering is a bit confusing	Good + Online ordering on site + Retail offering is great	Good + Website has good contrast - Text over imagery can be hard to read - Menu is compatible with screen reader	Good + Main page highlights feel of store - Flow gets a bit clunky in ordering section	Good + Has all the elements it should have - Some of the navigation could be simplified and/or have sections named more efficiently	Good + Attractive branding - Mirrors the store, and feels uniform - Images are good quality but could have been curated better	Good Clean, friendly, and direct	Good + All key info is present + Could have more engaging content			
High End																			
Spyhouse	Indirect	Various - Mpls/St. Paul	Full Coffee offering 10 pastries Retail Merch	\$\$\$\$	Medium	Hipsters Coffee experts Professionals Remote Workers	Spyhouse is a Twin Cities roaster and retailer that cultivates relationships with those who share our passion and vision to source, roast, and serve exceptional coffees.  Coffee for Others if our client, our guide, our concern. It's what marks us when we're at our best, the league in which we want to play. Whether you're getting a bag of Dogwood or a cup of our coffee, know that our work is to see and give value to everyone along the way - from the people who grow our coffee to the truck driver delivering it to our warehouse, from all our own staff to everyone who walks through our doors. Our coffee is for others.	Outstanding + Clean and professional + Engaging photos	Outstanding + Fully responsive + Engaging photos + Fully responsive	Outstanding + Retail Store + In site online ordering + Full descriptive products	Good + Website is screen reader friendly + Contrast in colors is good	Good + Simple and effective user flow + Navigation takes you where it should	Good + Clean and simple - Can't return to home page after going to online ordering	Good + Strong brand identity, including colors, font, style, motion, imagery, and photography - Not unique compared to competitors	Good Professional and clean	Good + Short and to the point			
Dogwood	Indirect	Various - Mpls	Subscription service Wholesale services Full coffee offering Strong community engagement	\$\$\$	Medium	Destination Coffee enthusiasts Activists Professionals Light roast fans	Coffee for Others if our client, our guide, our concern. It's what marks us when we're at our best, the league in which we want to play. Whether you're getting a bag of Dogwood or a cup of our coffee, know that our work is to see and give value to everyone along the way - from the people who grow our coffee to the truck driver delivering it to our warehouse, from all our own staff to everyone who walks through our doors. Our coffee is for others.	Outstanding + Clean and Professional + Good photos + Unique illustrations	Outstanding + Clean and Professional + Good photos + Very optimized	Outstanding + Retail Store + In site online ordering + Full descriptive products	Good + Website is screen reader friendly + Contrast in colors is good + Inclusive branding	Good + Simple and effective user flow + Navigation takes you where it should	Good + Clean and simple - Can't return to home page after going to online ordering	Outstanding + Strong brand identity, including colors, font, style, motion, imagery, and photography + Interesting inclusive branding elements	Good Professional and clean	Outstanding + Short and to the point + Active blog and community engagement			



**Price:** \$\$\$

**Business Size:** Small

**Location:** Saint Paul, MN

**Audience:** Family and Neighbors

## Strengths:

- Appealing images
- Strong Community
- Main Details Easy to Find
- Good Content

## Online Ordering System:

(ChowNow) Online ordering has limited customization. No product photographs present. Loyalty rewards in a separate system. Unable to use gift cards in system.

Unique high end artisan pastries, crafted coffee and espresso, and house made brunch menu.

## Weaknesses:

- A Couple Site Traps
- User Flow Issues
- Nav Needs to be Simplified
- Content Needs to be



## User Research

### Groundswell:

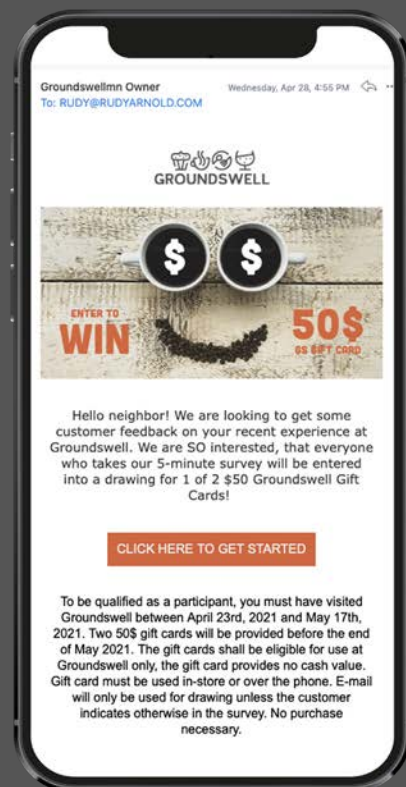
Understanding the needs of the organization in a transition to post pandemic operations was key. Numerous meetings with the store manager to understand what type of information would be helpful for them to gather.

### Survey:

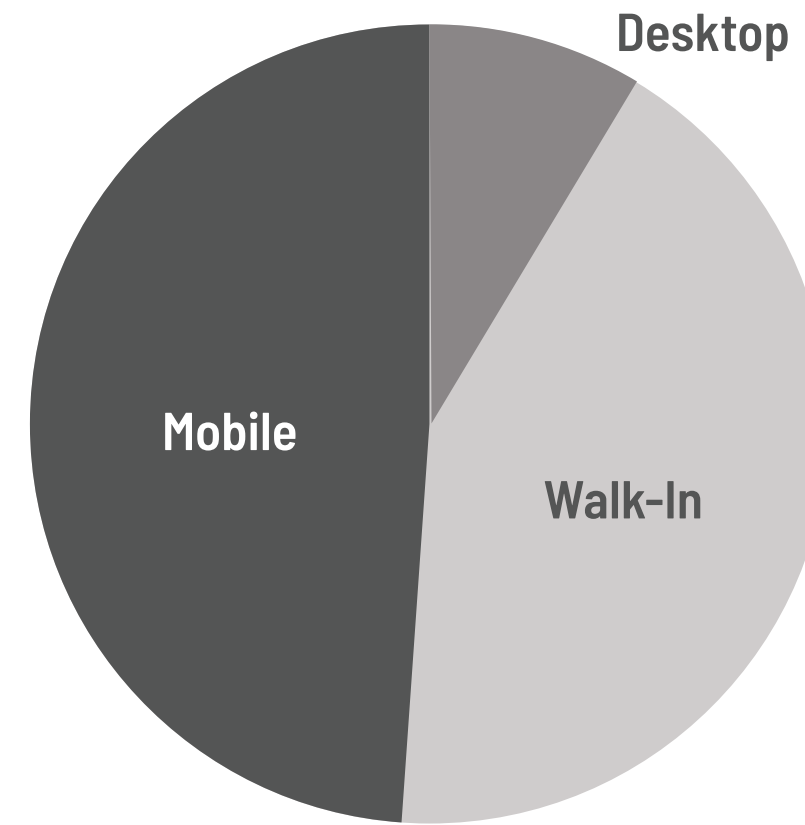
Using Groundswell's current Third Party app, we identified users that opted in to being contacted with further offerings via email. Over the course of four weeks we sent our survey to 300 customers, with gift card incentives we managed to get 110 responses.

### Interviews:

We were able to contact about 30% of those who responded to participate in twenty minute user research interviews. Around 20 such survey's were conducted.



## Order Method

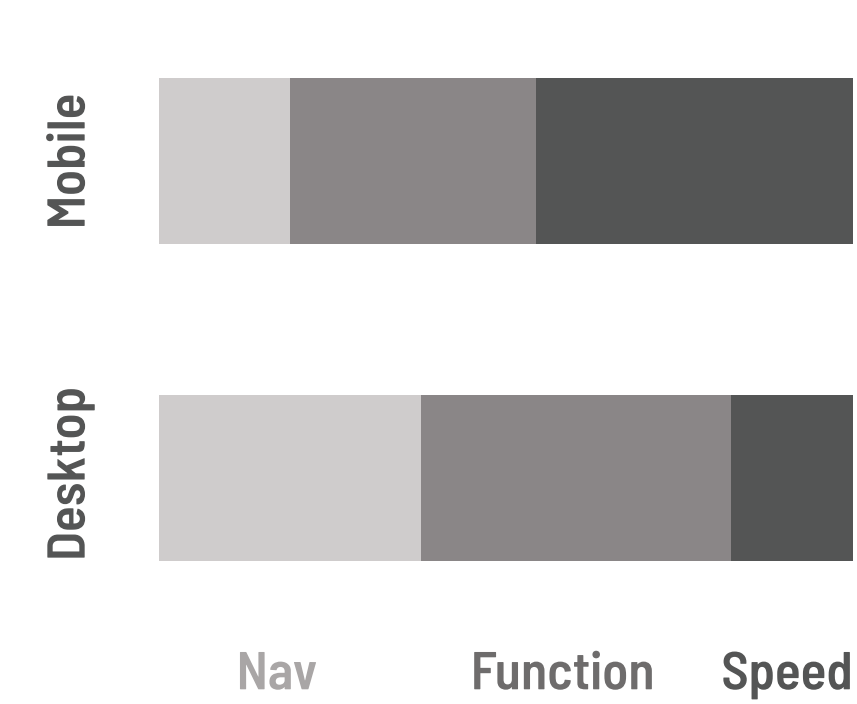


## Ordering Online Post-Pandemic

# 100%

of customers who ordered online said they were "Somewhat Likely" or "Very Likely"

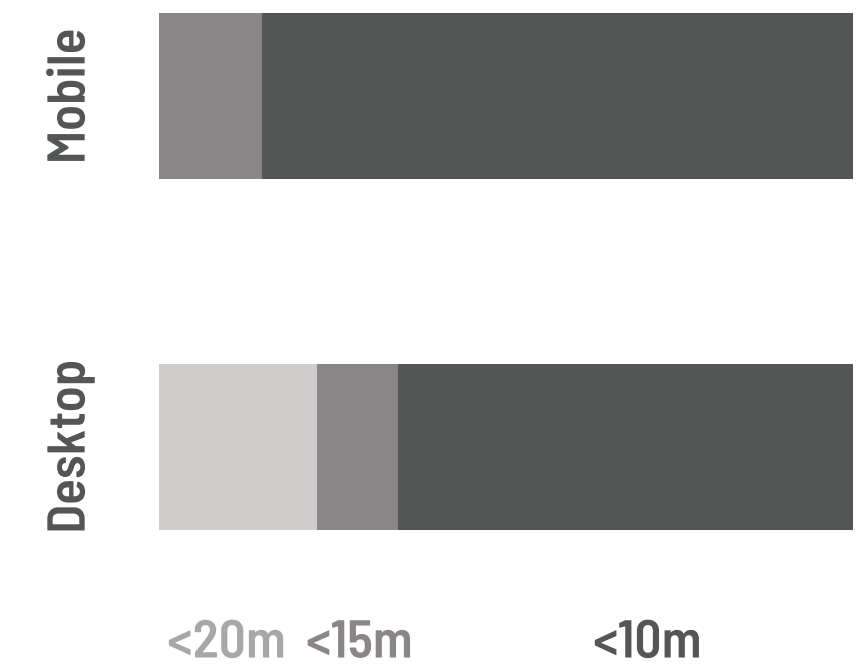
## Like Most



## Improve

- 25% **Customer Loyalty**
- 20% **Product Photos**
- 10% **Groundswell App**
- 9% **Customization**

## Distance to Commute



## Volunteer for a Short Interview

# 75%

of customers who ordered online said YES



## User Research

### Potential Conclusions:

Understanding the needs of the organization in a transition to post pandemic operations was key. Numerous meetings with the store manager to understand what type of information would be helpful for them to gather.

### Interviews:

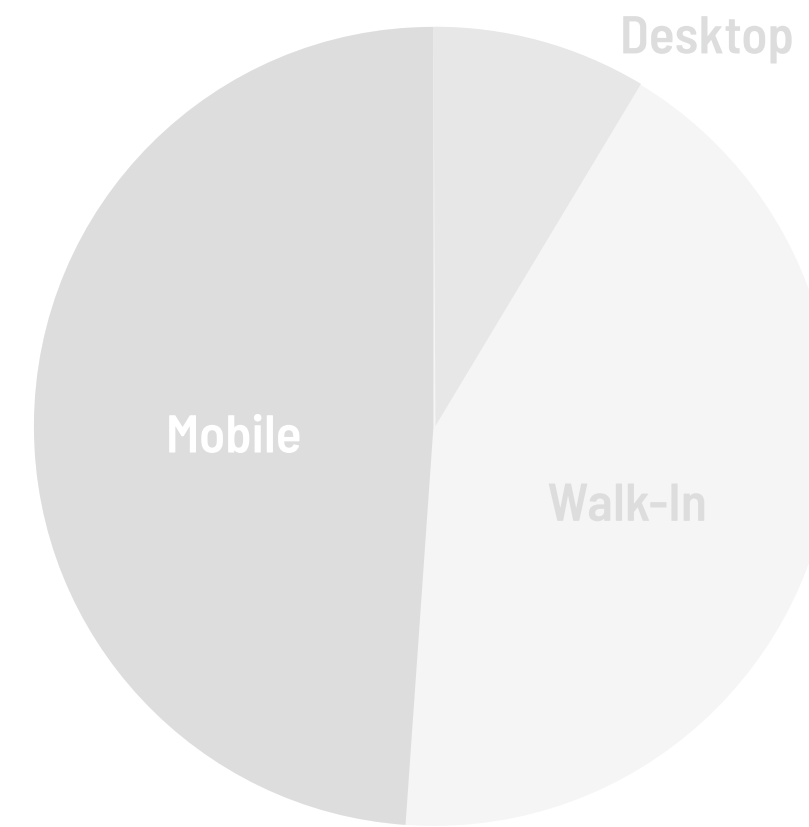
Interviews helped to determine commonalities in the userbase.

17 of the 22 individuals interviewed were parents of an infant or toddler.

15 of the 22 individuals consider themselves industry professionals.

14 of the 22 individuals stated that they value Groundswells commitment to community causes and their support of small businesses.

## Order Method



**Mobile First Design**

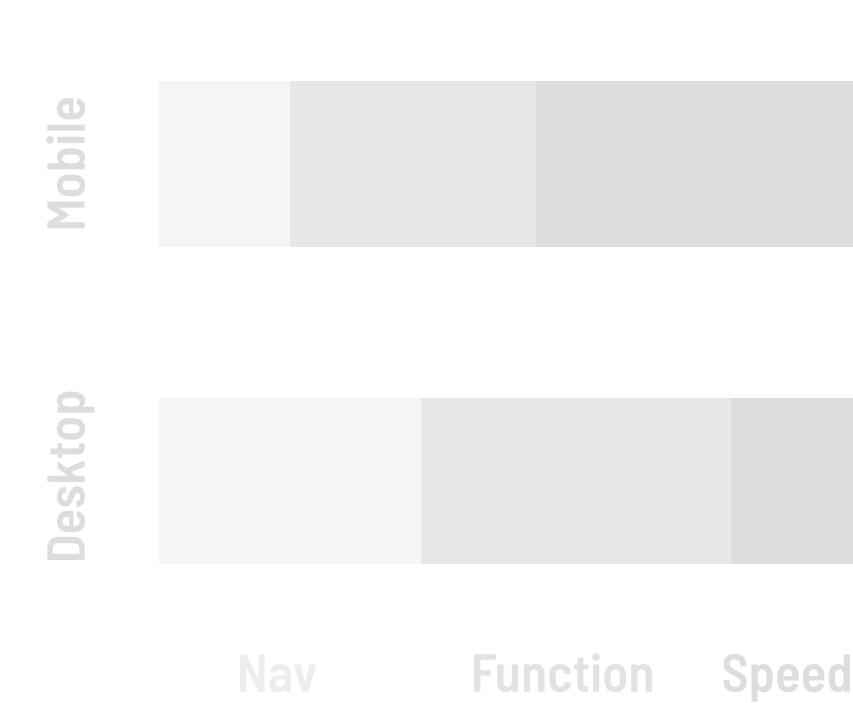
## Ordering Online Post-Pandemic

# 100%

of customers who ordered online said they were "Somewhat Likely" or "Very Likely"

**Keep Online Ordering Service**

## Like Most



**Mobile Favors Speed**

## Distance to Commute



**Target Market is VERY Local**

## Improve

- 25% **Customer Loyalty**
- 20% **Product Photos**
- 10% **Groundswell App**
- 9% **Customization**

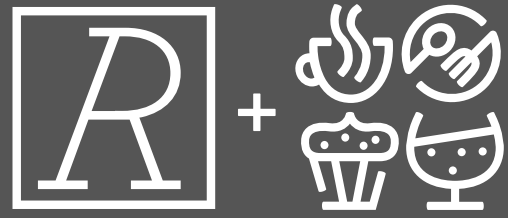
**Pain Points**

## Volunteer for a Short Interview

# 75%

of customers who ordered online said YES

**Customers Care About GS Success**



## Statements

### Problem + Goal Statements:

Problem statements + Goal statements help us to translate conclusions from research into actionable information. Sometimes that information does not need this step and in other cases it helps to flush out the process. These are two examples from about 4-5 insights that we concluded from research.

### Non-Service related solutions:

In this case we discovered a solution that could potentially help Groundswell in a Door Sensor. This solution has additional accessibility benefits for those in wheelchairs.

## Problem Statement A

**Emery** is a/an **high frequency GS customer**

USER NAME

USER CHARACTERISTIC

**who needs** **An better way to access customer loyalty rewards**

USER NEED

**because** **she often loses track of her punch card.**

INSIGHT

## Goal Statement A

**GS Mobile app** will let users **track their loyalty rewards**

PRODUCT

SPECIFIC ACTION

**which will affect** **Emery** **by** **helping them to track rewards.**

WHO WILL IT EFFECT

USER NEED

**We will measure effectiveness by** **tracking app rewards.**

INSIGHT/BENCHMARK

## Problem Statement B

**Lauren** is a/an **Mother who works during the day**

USER NAME

USER CHARACTERISTIC

**who needs** **Accessibility options when entering Groundswell**

USER NEED

**because** **she has one hand ocupied carrying her child**

INSIGHT

## Goal Statement B

**Door Sensor** will let users **open doors with one hand**

PRODUCT

SPECIFIC ACTION

**which will affect** **Lauren** **by** **allowing her to bring her child.**

WHO WILL IT EFFECT

USER NEED

**We will measure effectiveness by** **customer use of the sensor.**

INSIGHT/BENCHMARK



## Personas

### Lauren + Emery:

Groundswell has a wide variety of customers. A mixture of destination consumers, and local fanatics. When putting together two personas we looked at consistent data and provided two overarching personas that encapsulates the majority of customers

When we consider our customers it can be helpful to consider how these two types of individuals interact with a particular problem or situation.

**Example:** When considering to continue curbside pickup in post pandemic life, it was helpful to think about Personas.

**Emery** who enjoys communicating with people in the neighborhood and talking with the Baristas.

**Lauren** may come in to dialog with individuals, but often times values the convenience and efficiency of curbside pickup when traveling with a toddler or being on a tight timeline.

### Bias:

For instance, there are a variety of biases that need to be considered when generating personas. Are certain individuals more likely to take a survey? Are certain individuals more likely to participate in an interview? Are there different age groups who would more likely reply to email, the format of our survey?



## Lauren

**“If I am going to spend money for somebody to make coffee for us, rather than make it myself, it has to be a great product”**

**Age:** 29

**Education:** Masters Degree

**Hometown:** Des Moines, Iowa

**Family:** Spouse and Toddler

**Occupation:** Copywriter

### Goals:

Support local businesses.

Utilize my education to help make positive change.

### Frustrations:

Logistics of raising a toddler while maintaining a high performing professional career

### Thoughts

- Groundswell provides really good bakery, delicious coffee AND they support causes that are important to us.
- Goes to Groundswell for a client meeting, to get some work done, catching up with a friend or for a family outing.
- There are only a few small business coffee shop options in our neighborhood and this one is our favorite.



## Emery

**“You will see me out there every damn day”**

**Age:** 32

**Education:** BA at Hamline

**Hometown:** Saint Paul, MN

**Family:** Co-Workers

**Occupation:** Community Organizer

### Goals:

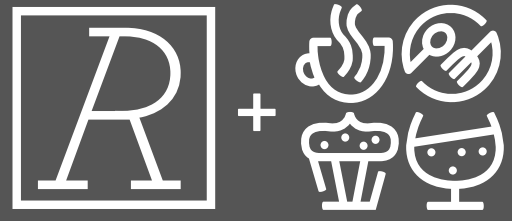
Support neighborhood organizations and provide assistance to community causes

### Frustrations:

Keeping up with digital communication

### Thoughts

- It is really inspiring when even after a year of hiding in our houses you can go to a neighborhood business and they acknowledge you and recognize you.
- The value of community often doesn't show up on the bottom line.



## User Journey Maps

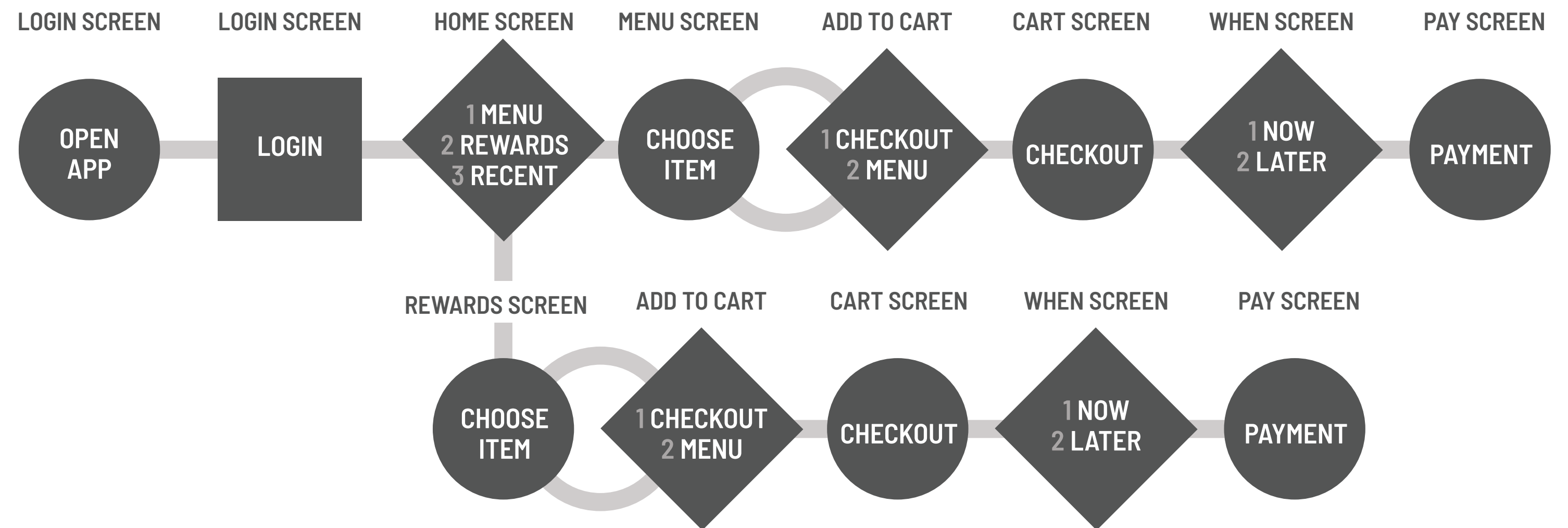
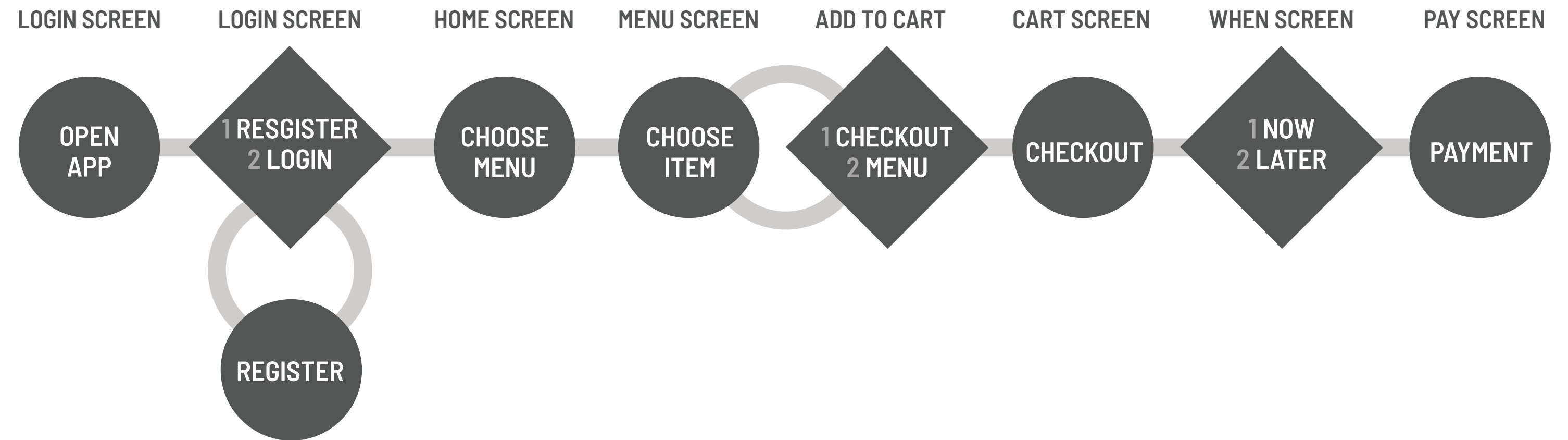
User Journey Maps help for us to understand different personas, or different types of ucstomers. In this example it made sense to look at New Users vs Frequent users.

### New User:

The top diagram shows us the User Journey Map of a new user in the hopes to understand what features they would be looking for the first time they use the app.

### Frequent User:

Frequent users are going to use the app slightly differently than new users. Focusing on features, speed, and functionality. They know what they want, and they want their loyalty points.





# UX/UI CASE STUDY

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## Low Fidelity Design

// Wireframes

// Low-Fidelity Prototype

// User Testing



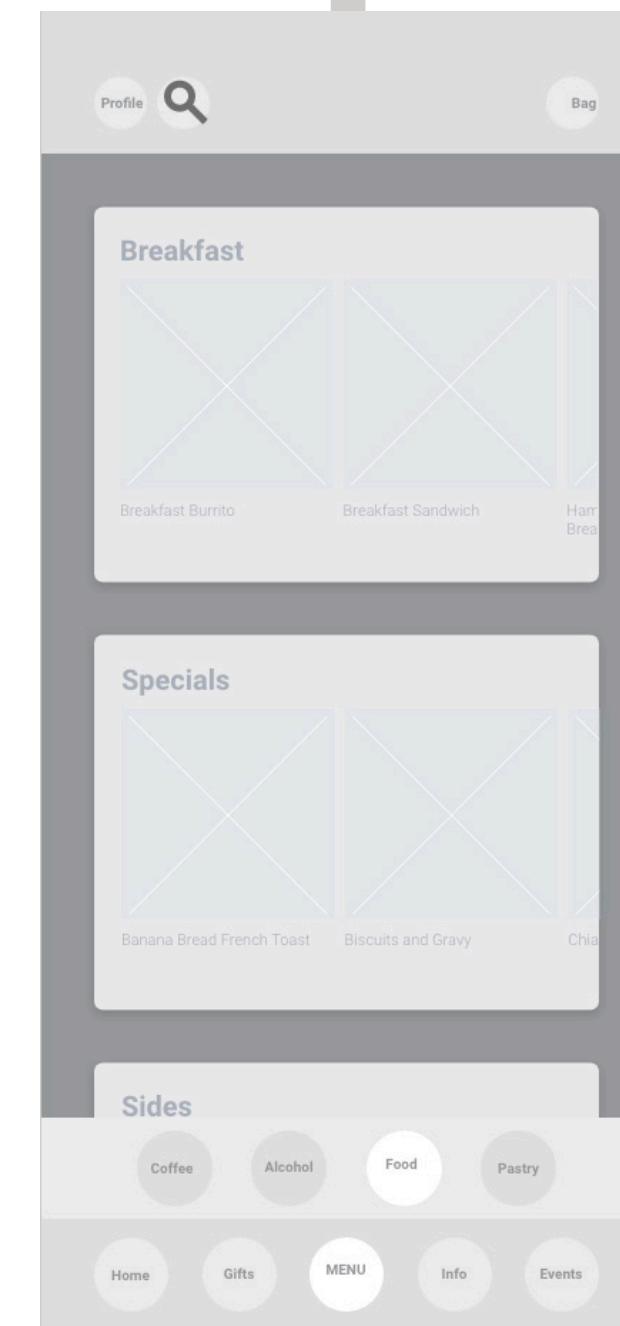
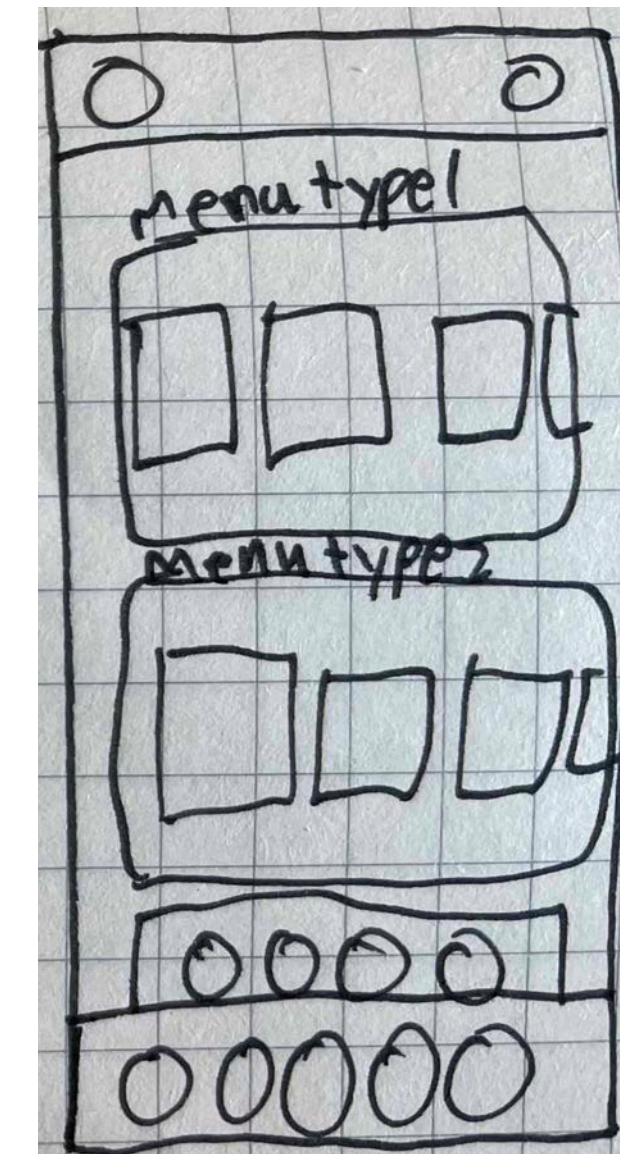
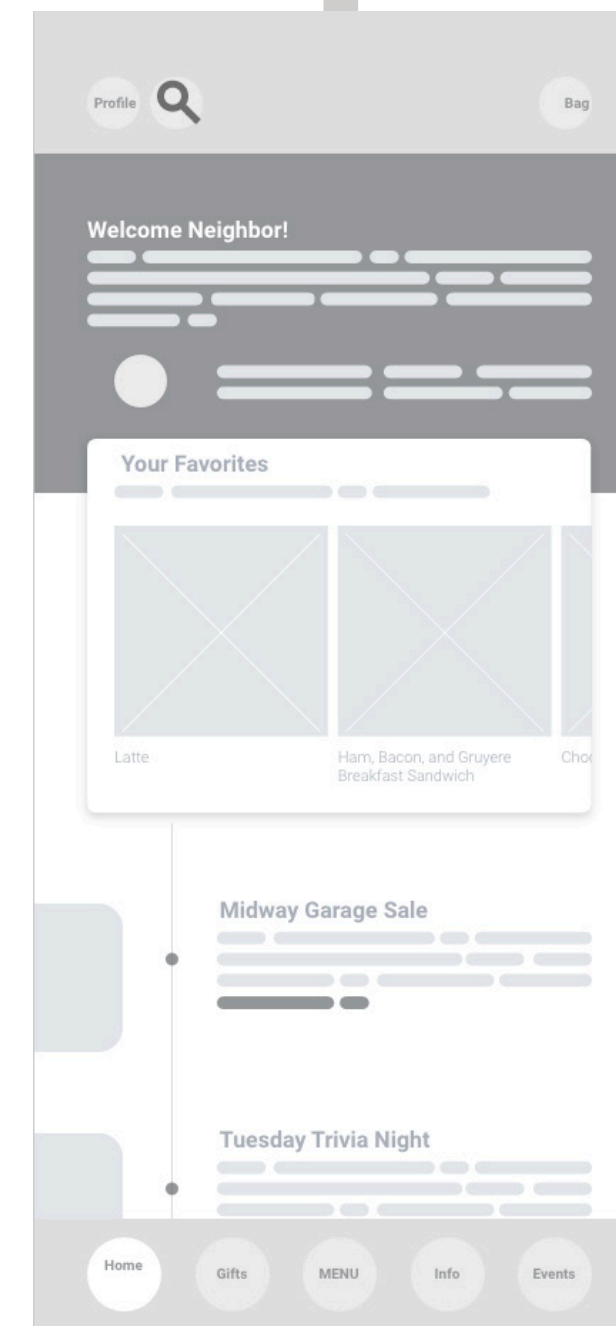
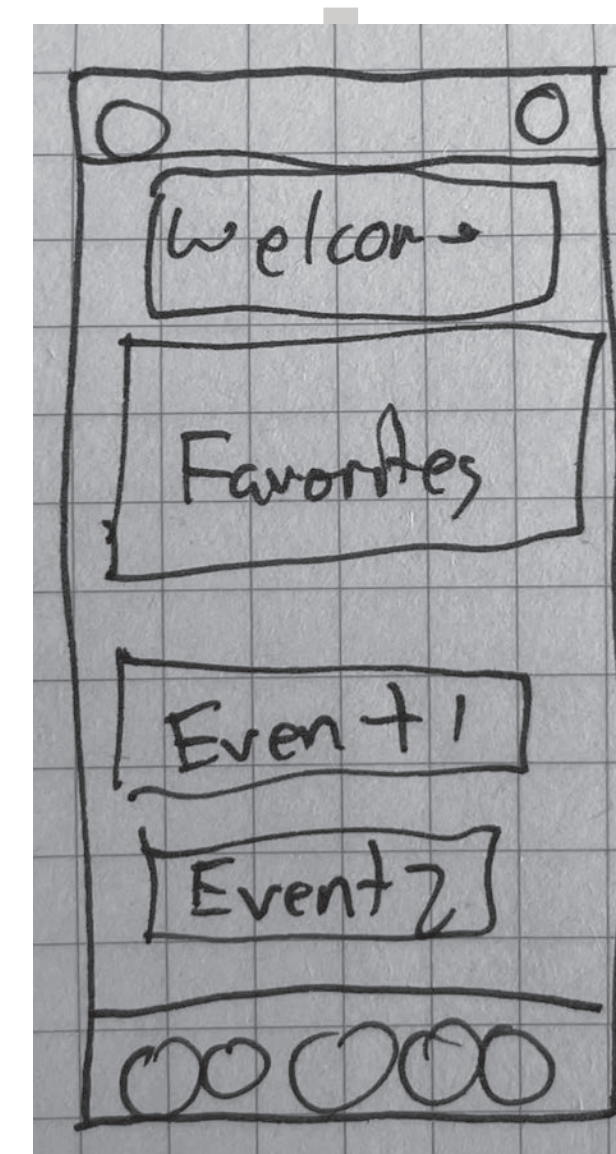
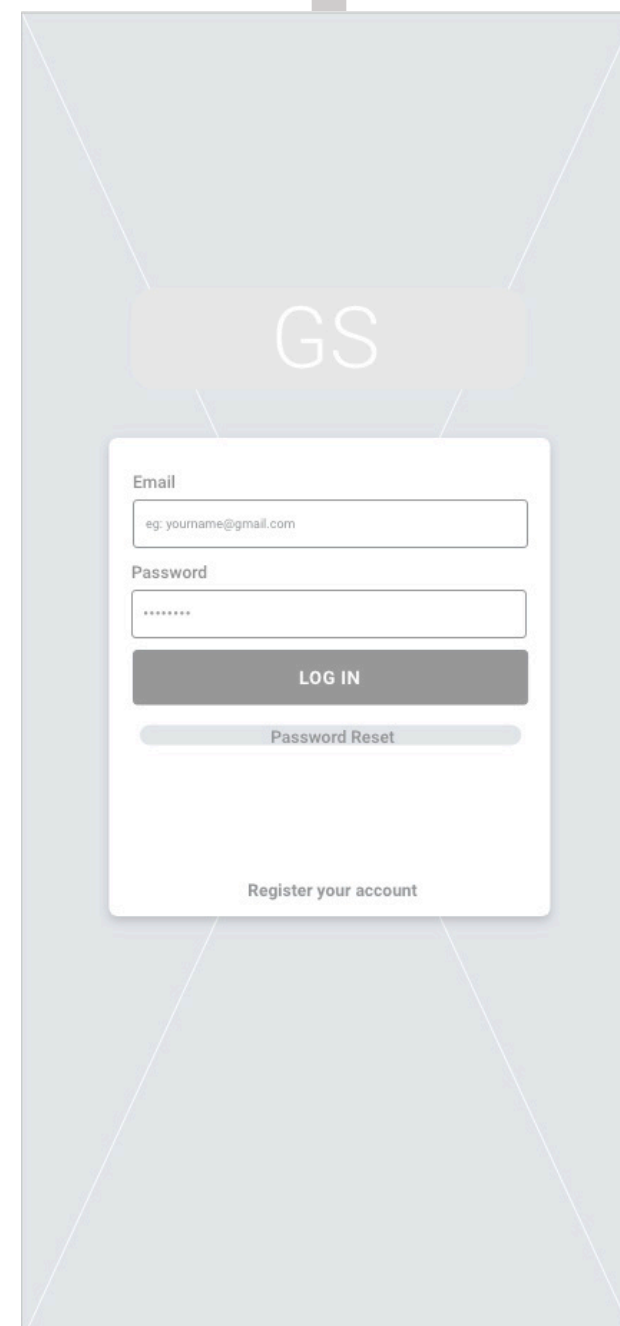
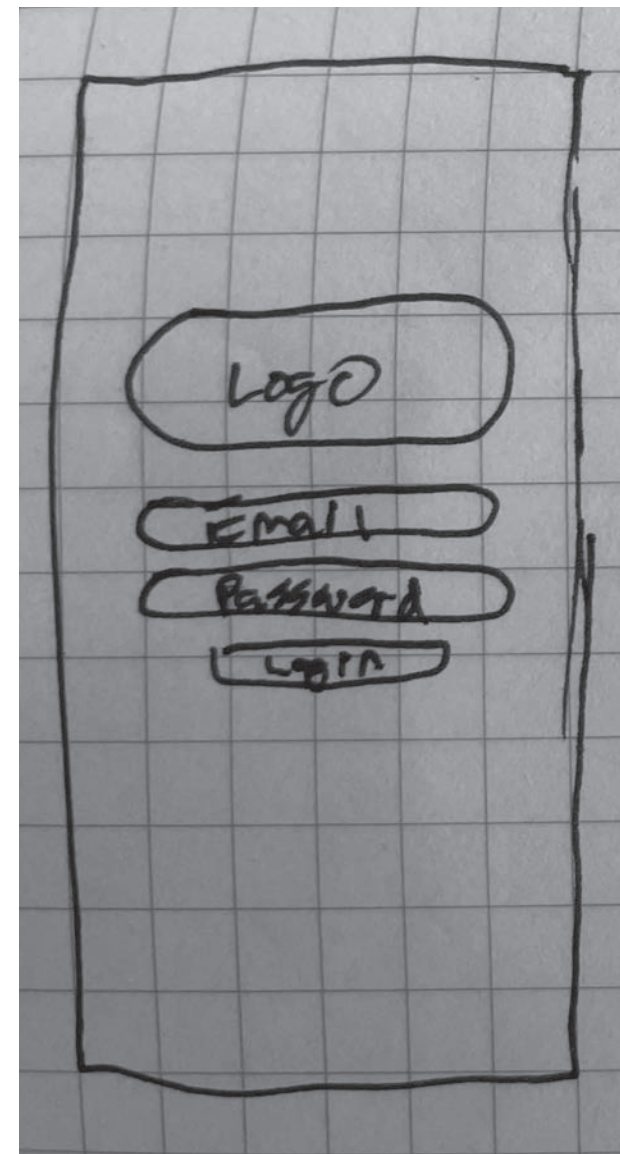
# Wireframes

## Paper Wireframes:

Paper wireframes help to iterate quickly and efficiently, allowing for less time between conceiving and stakeholder feedback.

## Digital Wireframes:

Digital Wireframes help to create a structure so that a first round of user testing can be done.





## Low Fidelity Prototypes

### Low Fidelity Prototypes:

After creating the rest of the app pages, the next step was to make them interactive. Using a common sticker board, allowed me to make changes across the board when I needed to.

[View Low Fi Prototype](#)



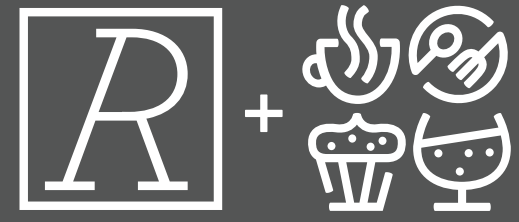


# User Testing

After creating a working Low Fi Prototype, it was time to get feedback from potential users. I gave individuals a phone with the live prototype and asked them to accomplish various tasks and took notes based on their feedback.

From there I made an affinity map, reviewed what changes were changes that across the board would help more users.

Observations	Participant A-Emily	Participant B-Nick	Participant C- Darin	Participant D-Jason	Participant E-Sarah	Participant F-Matt
<b>Tasks</b>						
Register for an account (boxes will not be filled in)		x	x	x	x	x
Order a Pastry that sounds tasty	x			x	x	x
Order a Drink that sounds tasty	x	x	x	x	x	
Find details on the Grounds and Sounds Event	x	x	x	x	x	x
Learn who the manager at Groundswell is	x	x	x	x	x	x
Check your bag/cart	x	x	x		x	x
View your loyalty rewards	x	x	x	x	x	x
Order from your "favorites"					x	x
Order a gift card	x	x	x		x	x
<b>Overall Thoughts</b>						
Thinks App is not useful						
Thinks App is Useful						
<b>Overall Tones</b>						
Positive tone	x	x	x		x	x
Indifferent tone				x		
Frustrated Tone						
Annoyed tone						
confident tone	x	x			x	
Confused tone			x			x
<b>Pain Points</b>						
Add a credit card	x					
didnt register	x					
didnt see double menu (put at top)	x	x	x	x	x	
favorites is not in profile	x	x		x	x	
Used search to find pastry						x
<b>Other</b>						
<b>Feedback</b>	mention loyalty rewards at the	special drinks link broke	text is way to small	Loyalty rewwards confusing	Menu information could have it at the top	
		add to cart should be a pop-up	16pt type needs to be bigger		double check links	
		gifts vs profile note	Special drinks is broken			
		use about instead of info	favorites			
			recents instead of favorites		add to cart, like that menu	



# UX/UI CASE STUDY

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## High Fidelity Design

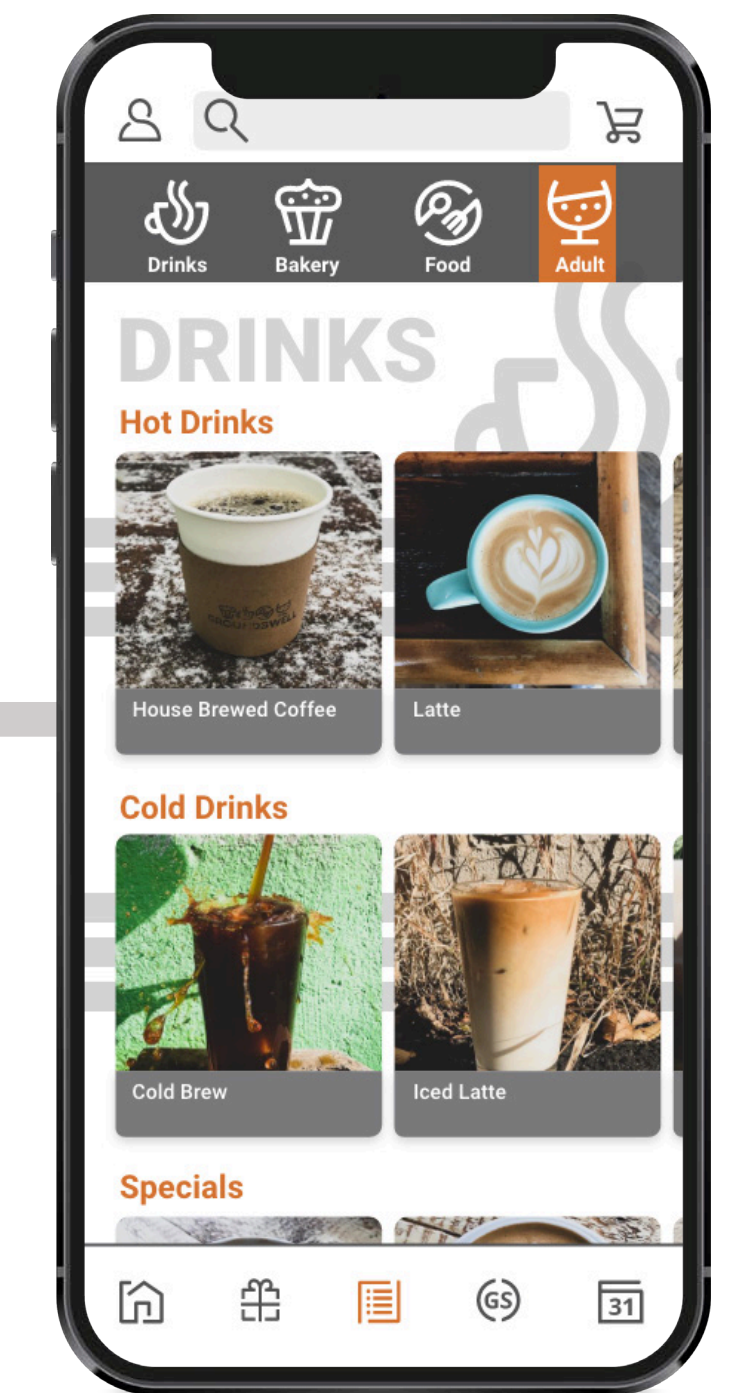
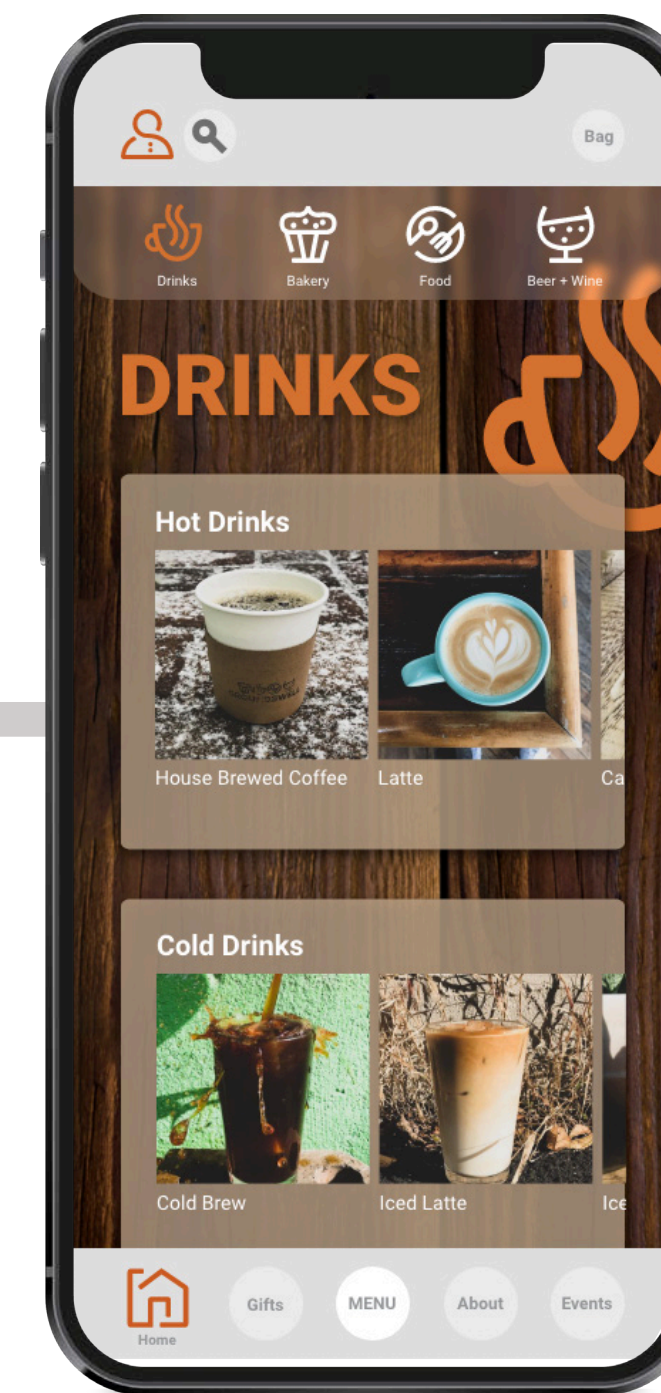
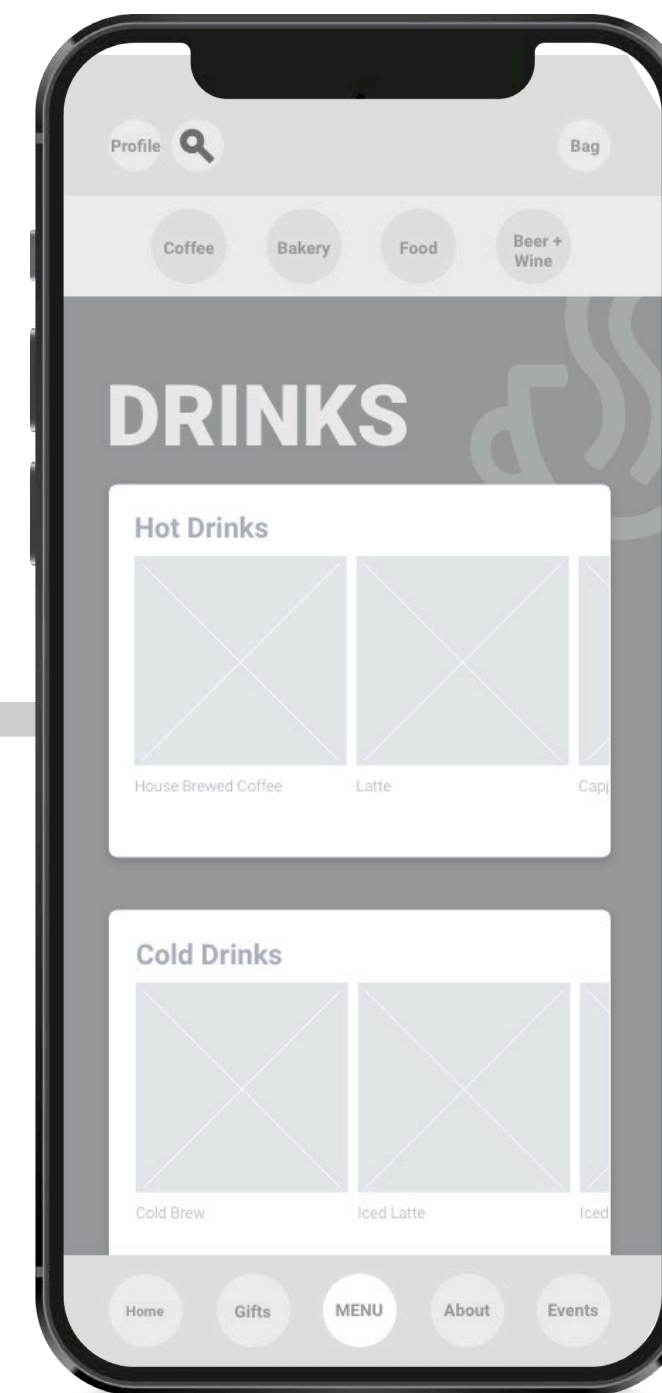
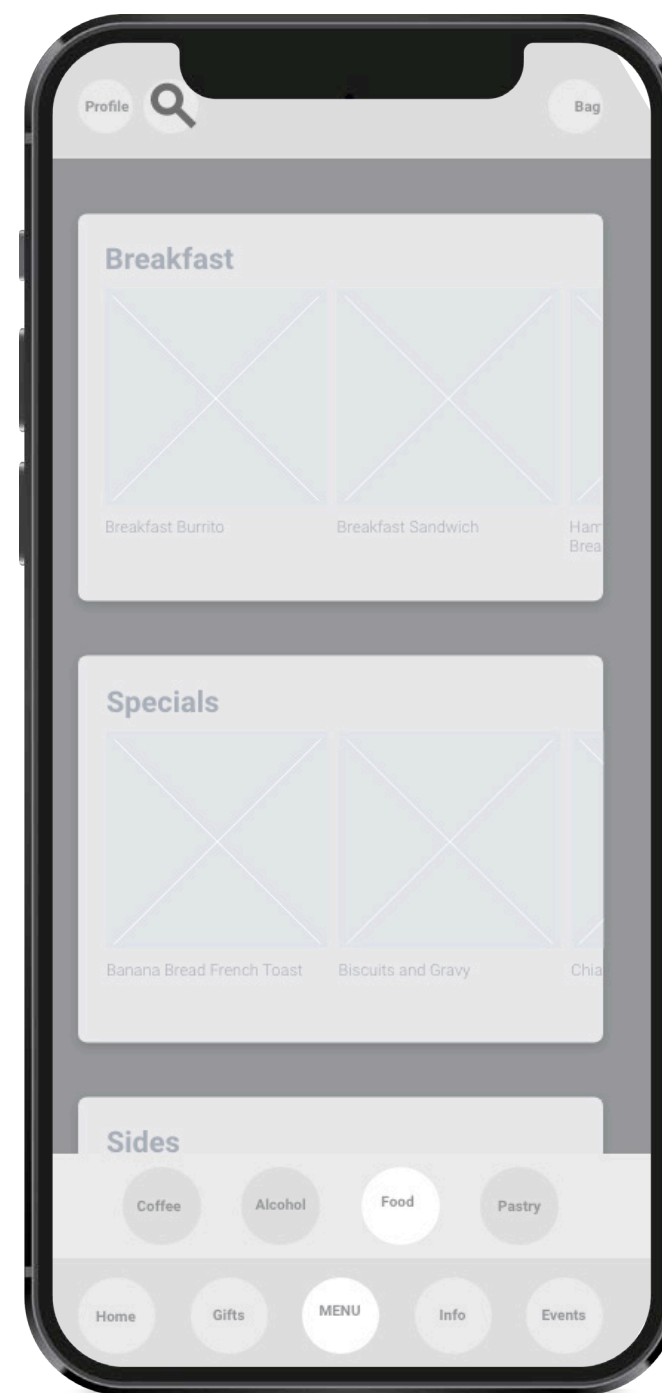
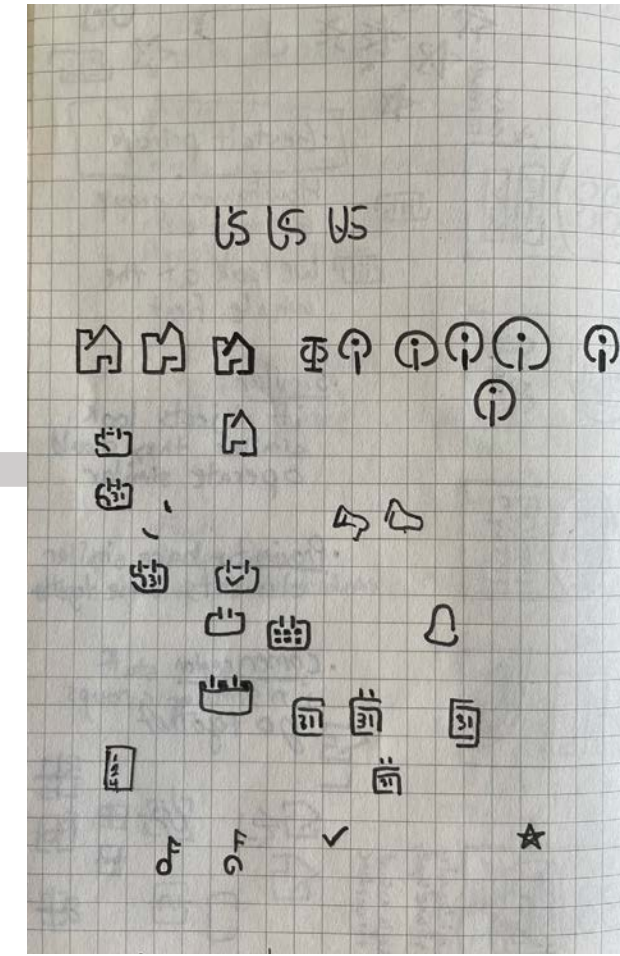
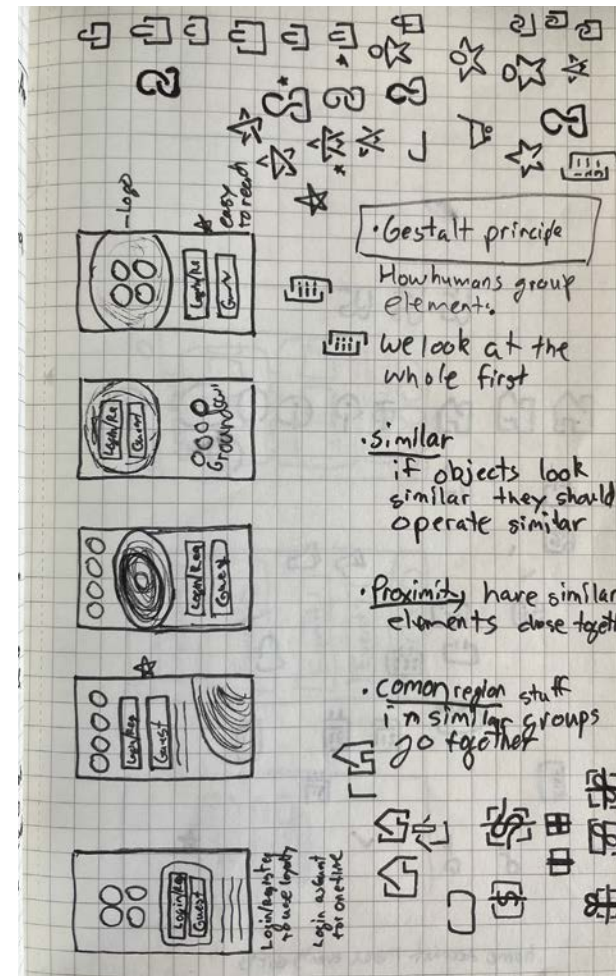
- // Concepting
- // High-Fidelity Prototype / Testing
- // Mobile First / Desktop Second.



# Concepting

## Visual Design Process:

In this stage I began gathering inspiration for colors, started working on the list of icons I would need, and began to create, and iterate those designs.

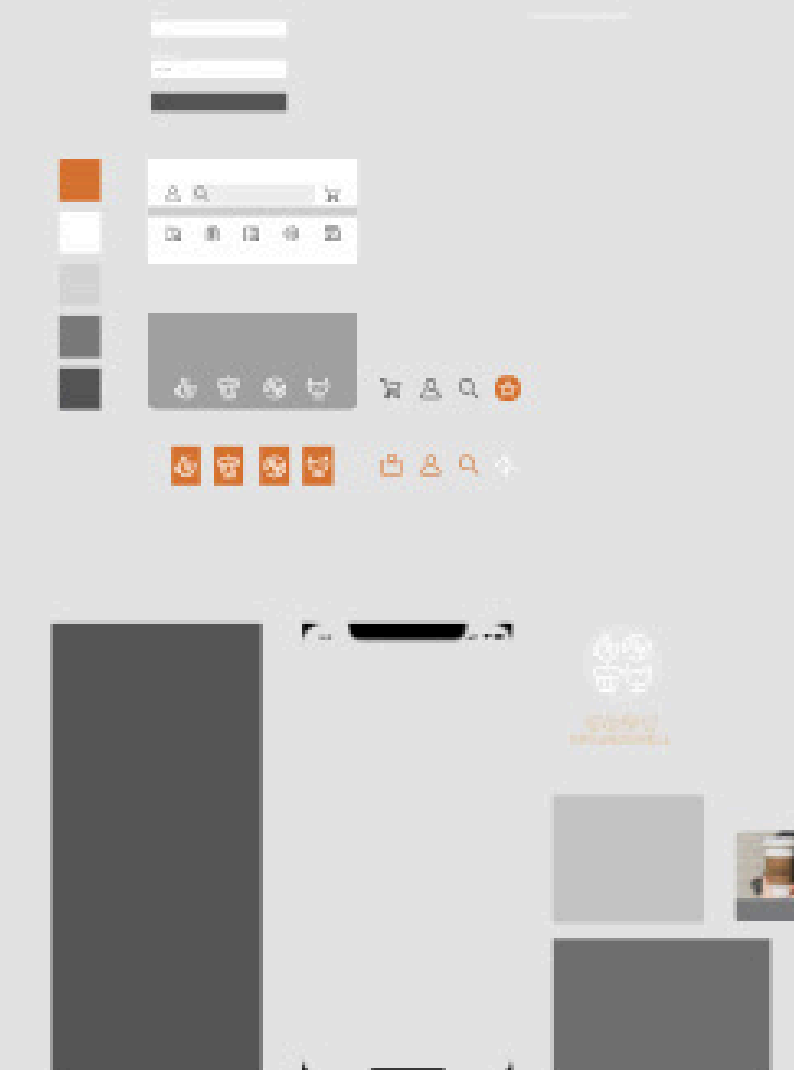
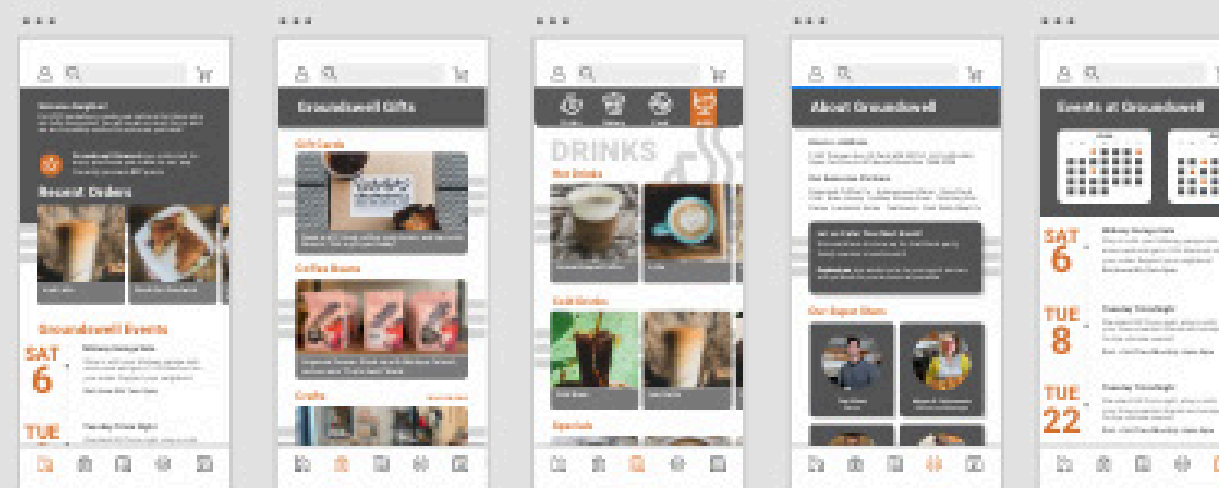
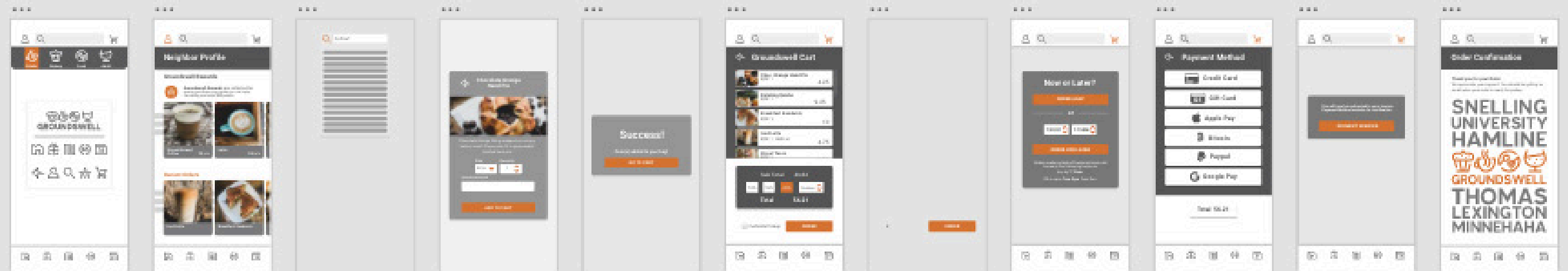
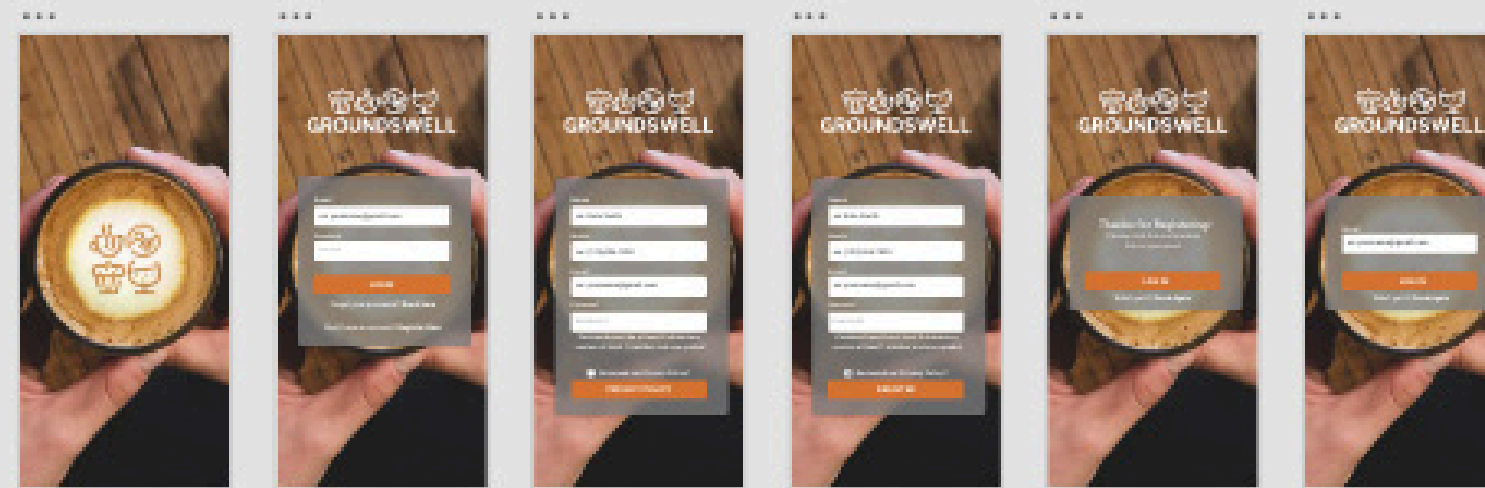




## High Fidelity Prototypes

### High Fidelity Prototypes:

After creating the design, another round of testing to make sure there are not new issues was needed. This testing round was not as extensive, I worked with my original Groundswell interviews to gather some final feedback.

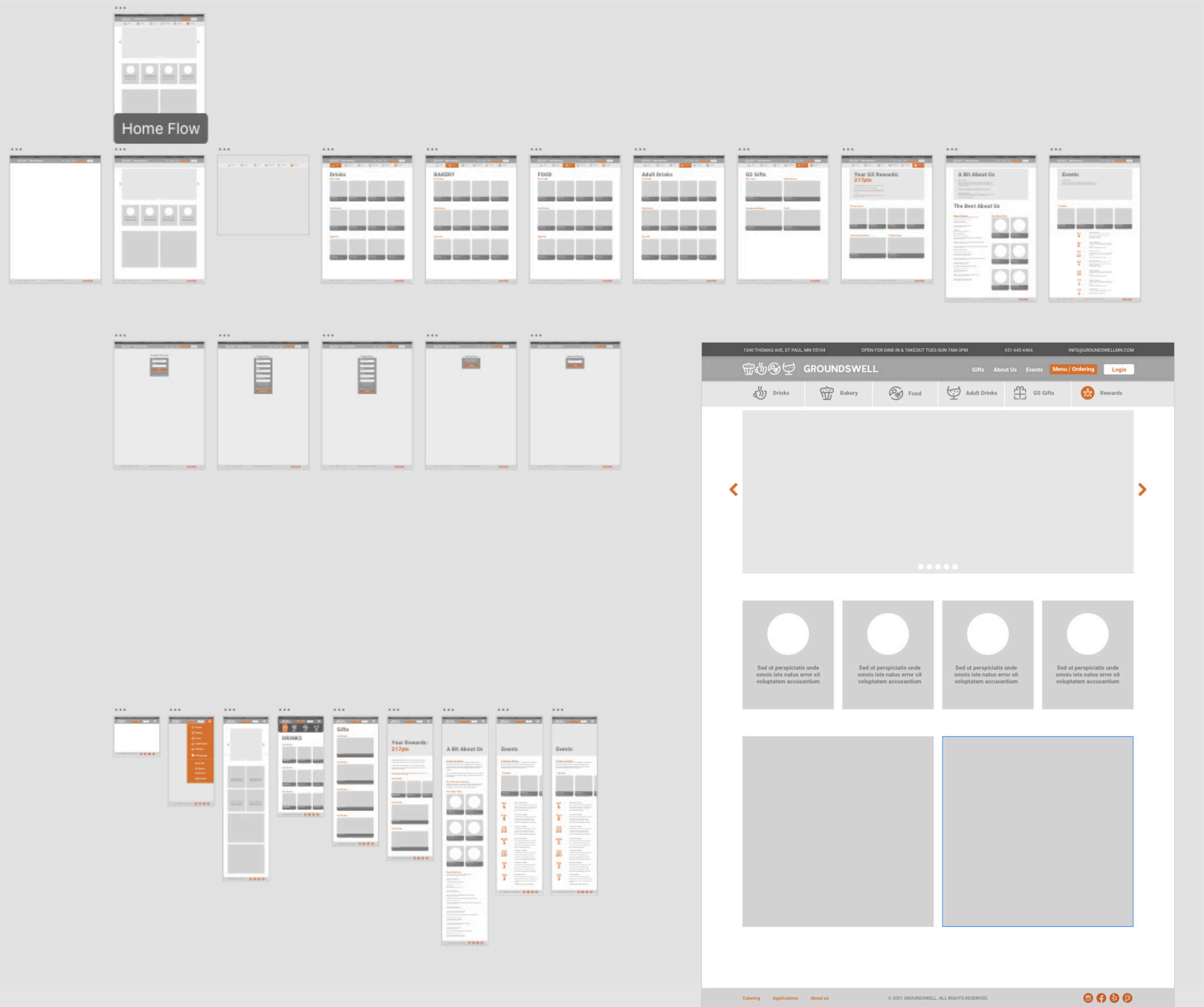


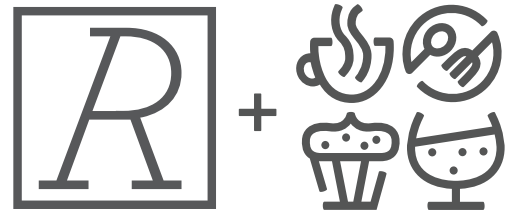


## Desktop Second

### Mobile First:

We found that only 15% of our users were ordering online via a desktop. Because of this we wanted to design the mobile app first and then build up the website and responsive tablet design second.





# Complete Prototypes

[Desktop Site](#)

[Ipad Site](#)

[Mobile App](#)

