

Acme Beverages Web Service

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The Brief

Acme beverage services have conducted some research and have concluded that the old fashioned beverage delivery service, historically carried out by tea ladies, is set for a revival. They want to bring this back to the modern office, but with a twist - users will be able to pre-order their beverage requirements using a simple web based application to save the delivery person valuable time.

Develop a preliminary design for the teas maid web service that the customers would interact with. Use whatever tools and techniques you want to create your design. Pay particular attention to areas of the design that will ensure that the service is used and explain your reasoning.

Design Method

1. Gather user requirements
2. Write functional spec & design goals
3. Create design sketches
4. Evaluate the sketches
5. Decide on final proposal

Gather User Requirements

I asked friends who work in offices what would make them use, or not use, such a service.

- ◆ *"I don't at all see what would make me use such a system! Making your own drink means you can use your own mug and own ingredients, and you get up from your desk too so it's a bit of a break - and it's an acceptable way to socialise at work, too.
Or - in Brazil I did order an acai drink once. That was quite impressive! So maybe exotic unusual drinks would be a bit more worth it."*
- ◆ *"Needs to be quick. I want to be able to decide what drink I want and get it delivered without disturbing my train of thought by having to navigate through menus."*
- ◆ *"I assume you mean like coffee? The number one thing that would put me off would be drinks arriving cold, followed by getting the order wrong (in particular, giving me normal milk instead of soy). I would use the service instead of popping out if the nearest coffee place was miles away - eg if I was working on the tenth floor of an office block or something "*

I concluded that people would only use the service if the drinks were superior to those they could make in the office kitchen. They also want the ordering process to be very quick, and to be able to order the exact drink they want.

Functional Specification

- ◆ The user will log in to the service automatically if they are logged in to the company network. However they can also log in manually via any web connection e.g. to order via your Blackberry while on the way to work.
- ◆ User can order one beverage per delivery (keeps it simple).
- ◆ Previous drink order comes up as default selection.
- ◆ Cost of the drink is shown. The user's employer puts credit on their account. Payment is not handled by this system.
- ◆ Website must be accessible, e.g. support keyboard navigation, work on any major browser, work if images are turned off, support screen readers.

Design Goals

- ◆ Fast and easy process to order a drink.
- ◆ Only one screen.
- ◆ Drinks can be customised, e.g. syrup shot, soya milk.
- ◆ Drinks menu may be reasonably extensive and varied, and can easily be updated or restructured.

Sketch 1

Plus:

Guides the user through the process. Compact layout.

Minus:

Old-fashioned, text-heavy, multiple clicks needed to navigate to a particular drink. Doesn't tempt the user.



Sketch 2

Plus:

Design more contemporary.

Minus:

Not obvious that you click on a picture to see the choices for that type of drink. Still takes multiple clicks to reach a drink.

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Order your drink for **Tuesday Morning**

Tea Coffee Chocolate Fruit Juice Smoothie Other Drinks

Choose a type of coffee

- Filter Coffee £0.95
- Caffè Latte £1.20
- Espresso £1.15
- Iced Latte £1.75
- Cappuccino £1.45
- Mocha £1.60

Customise your coffee

Milk: free

Caffeine: free

Sugar: free

Chocolate: free

Syrup shot: £0.50

Current selection: Cappuccino
with Full fat milk
Decaffeinated
No Sugar
Chocolate
Vanilla syrup shot

Price: £1.95

Place Order

Remember this drink

Done

Sketch 3

Plus:

All drinks visible at once. Layout familiar from café boards.

Minus:

Categories have been combined to fit all the menus in the screen width.

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Order your drink for **Tuesday Morning**

Tea	Coffee	Fruit Drinks	Other Drinks
English Breakfast £0.95	Filter Coffee £0.95	Orange Juice £0.95	Hot Chocolate £0.95
Darjeeling £1.20	Caffè Latte £1.20	Apple Juice £1.20	Iced Chocolate £1.20
Chai £1.15	Espresso £1.15	Banana Smoothie £1.15	Still Spring Water £1.15
Iced Tea £1.75	Iced Latte £1.75	Forest Fruits Smoothie £1.75	Sparkling Spring Water £1.75
	Cappuccino £1.45	Papaya Smoothie £1.45	
	Mocha £1.60		

★ Customise your cappuccino

Milk: Full fat free Chocolate: Yes free
Caffeine: Decaffeinated free Syrup shot: Vanilla £0.50
Sugar: None free

Current selection: **Cappuccino**
with Full fat milk
Decaffeinated
No Sugar
Chocolate
Vanilla syrup shot

Price: £1.95

Place Order

Remember this drink

Done

Evaluation

I showed all three versions to the test group. Key comments were:

"I'm inclined to like version 3 best because it seems to need fewer mouse-clicks than the others to get to my required order. Having the pictures makes it attractive since the service is about a nice, comforting thing that gives a break from whatever the office staff are working on. "

"I prefer the third. If it were something I were ordering in my leisure time I'd prefer 1 as it's cleaner. However if I were at work I would massively appreciate having all my options in front of me at a glance. The faff of selecting a category before getting the choices of drink in that category would annoy me. Especially with drinks as e.g. when out I'll probably go for a chai or a hot chocolate if that's not available. I don't want to spend time clicking on the coffee and tea categories to see whether chai is there."

"V3 is ok but I think V1 is cleaner. To me the second one starts to smack of mystery meat navigation. When I first looked at it I didn't immediately realize that clicking on the pictures above would change from coffee to chocolate etc. I much preferred the step by step approach "

Conclusion: Version 3 is recommended for further development. It is the fastest to use, and makes it easiest to find the drink you want. It tempts users by showing all the drinks at once.

Sketch 4

The final sketch has the original 6 drinks menus plus a description of the selected drink.

The screen is longer, but this shouldn't cause any problems because scrolling is a familiar action from Amazon, Ebay etc.

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Order your drink for **Tuesday Morning**

Tea	Coffee	Smoothies	Chocolate
English Breakfast £0.95	Filter Coffee £0.95	Banana Smoothie £1.15	Hot Chocolate £0.95
Darjeeling £1.20	Caffè Latte £1.20	Forest Fruits Smoothie £1.75	Iced Chocolate £1.20
Chai £1.15	Espresso £1.15	Papaya Smoothie £1.45	
Iced Tea £1.75	Iced Latte £1.75		
Earl Grey £1.20	Cappuccino £1.45		
PG Tips £0.80	Mocha £1.60		
Green tea £1.40			

Fruit Juice

Orange Juice £0.95	
Apple Juice £1.20	

Other Drinks

Still Spring Water £1.15
Sparkling Spring Water £1.75
Ice cold milk £1.00

The classic Italian coffee drink prepared with espresso, hot milk, and steamed-milk foam.

Customise your cappuccino

Milk:	<input type="text" value="Full fat"/>	free	Chocolate:	<input type="text" value="Yes"/>	free
Caffeine:	<input type="text" value="Decaffeinated"/>	free	Syrup shot:	<input type="text" value="Vanilla"/>	£0.50
Sugar:	<input type="text" value="None"/>	free	Double espresso:	<input type="text" value="No"/>	£1.00

Current selection: **Cappuccino**
with Full fat milk
Decaffeinated
No Sugar
Chocolate
Vanilla syrup shot

Price: £1.95

Place Order

Remember this drink

Done