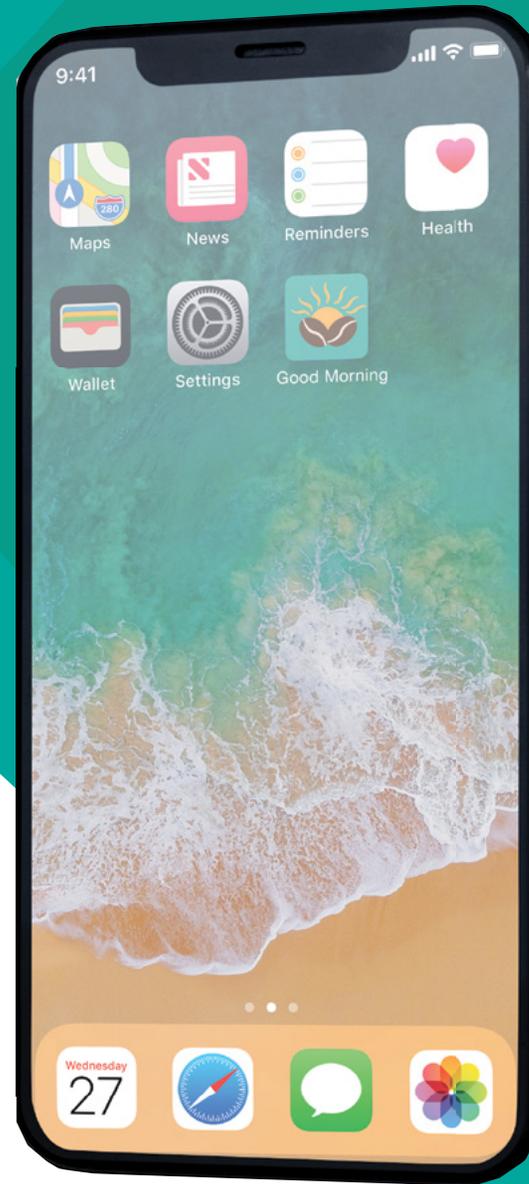
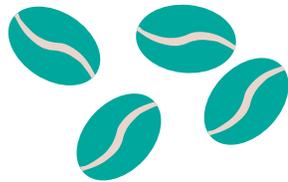




# Good Morning

**Specific Caffeine and Spending Tracker**

**UX/UI Case Study- Taylor Pettine**



# The App

Good Morning is a caffeine and spending tracker app. This user-friendly app will allow the user to be conscious about how much money they're spending by setting a budget as well as track the amount of caffeine they're consuming in the journal feature. You can look for coffee shops around you with the search feature and view the menu before you go. The filter page helps you narrow down your search to find your ideal cup of coffee. The goal is to help the user save money and find the perfect cup of coffee in the most efficient way.

## User

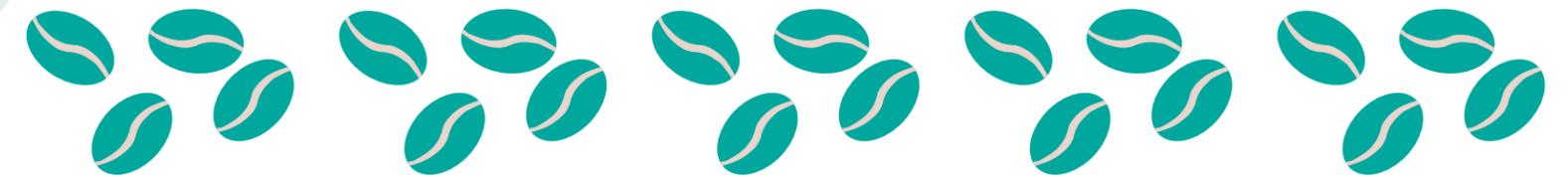


Meet Megan. Megan is currently a senior in college, majoring in Hospitality and Tourism. She lives a busy, on the go lifestyle but still likes to stop and indulge in the little things on occasion, like getting coffee. Coffee is a big part of her life, she has a cup every morning. Even when she is taking a break from her busy life, she is still worrying about all the things she has to do. One of the things she worries about the most is money. She is very conscious about what she spends and budgets very carefully. She is always looking for a way to save money and do things in the most efficient way. The Good Morning app is geared to do exactly that, help you save money and time. It allows you to track your spending and even set a budget for yourself. The search feature will help with finding the closest coffee shops and tell you the prices of drinks ahead of time. The journal page fits right into Megan's habits of tracking her spending, and now with this app she can even track her caffeine intake. It will allow her to record the specific cups of coffee she has and track her spending along the way!

## The Challenge

The users' problem was that she was not able to track how much money she was spending on coffee; as well as know the prices of drinks before she gets there. Since she has dietary restrictions, it was a challenge to know what coffee shops could accommodate her, but also fit into her budget.

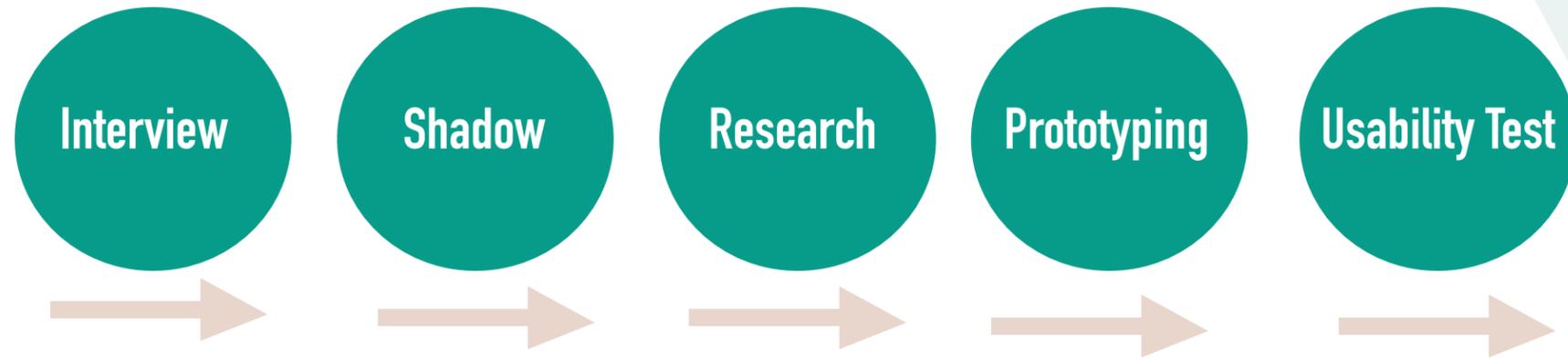
The challenge was to create an app that helps the user track their spending as well as determine the prices and ingredients before going to the coffee shop. The app would be able to tell the user their spending habits over long periods of time. It will have a database that can tell the user the exact prices, ingredients, and caffeine levels of a drink before going to the coffee shop itself.



# 02. The Journey

The user journey helps me understand the steps the user would go through to solve her problems as well as navigate through an app. The first step in my process to creating this app was conducting an interview with the user to uncover any problems the user was facing. The interview also gave me insight into the users' everyday life and their hobbies. After conducting the interview, I came to the conclusion that the user had one overall problem: budgeting money. After finding the problem, I dug deeper to find out where specifically budgeting was an issue.

The next step in my process was to shadow the user during her everyday routine. The user did everything in the most efficient way possible. She took breakfast on the go and went grocery shopping at the store closest to her. The items she bought at the store were all the most economical choice. The biggest frustration I observed revolved around food. The user wanted to splurge on specific foods, but, in the end it did not fit into her budget. The thing she wanted to splurge on the most that day was coffee. Coffee, according to the user is "an integral part in her daily routine that she wants to splurge on more".



Based on the two research methods I came up with three features/tasks to use in the app centered around the users specific problem:

## Journal

- Track spending and caffeine intake
- Set a budget to help the user save money
- Add the drinks they've had to the journal that then is displayed with that specific drink, price, caffeine level, and other specifications
- Totals price and caffeine for the day or week, according to the users preference

## Search

- Use current location to display coffee shops in their vicinity
- Search coffee shops in location they're in
- View the menu with prices before they go to the shop
- Give directions

## Favorites

- User can add their favorite drinks to the favorites tab
- Click add drink to journal
- Makes it easier to add a drink they always have to the journal rather than searching it every time

# Competitive Analysis

Since several caffeine and spending tracking apps already exist, I downloaded three existing apps to understand their functionality and what features they have to offer. Doing the competitive analysis gave me a good starting point as to what features I should include and what not to. It also helped me brainstorm ways to differentiate my app from existing ones. The tracking/recording feature on each app I demoed was very hard to use. It was a challenge to understand how to track spending and determine where the specific information was displayed.

Consumed		
05 Oct 2018		
Today, 3:27 PM	30 mg	>
1 Espresso		
Today, 12:29 PM	96 mg	>
Club Mate 16 fl oz		
Today, 7:14 AM	96 mg	>
Club Mate 16 fl oz		
Today, 6:30 AM	72 mg	>
Club Mate 12 fl oz		
04 Oct 2018		
Yesterday, 8:01 PM	49 mg	>
Coffee 4 fl oz		
Yesterday, 12:03 PM	51 mg	>
Club Mate 8.4 fl oz		
Yesterday, 10:10 AM	30 mg	>
1 Espresso		
03 Oct 2018		
10/3/18, 3:46 PM	51 mg	>
Club Mate 8.4 fl oz		
10/3/18, 9:34 AM	51 mg	>
Club Mate 8.4 fl oz		



Pros

- Clear interface
- Good visuals
- A lot of features

Cons

- Does not update
- Takes a long time to process
- Sometimes information does not save

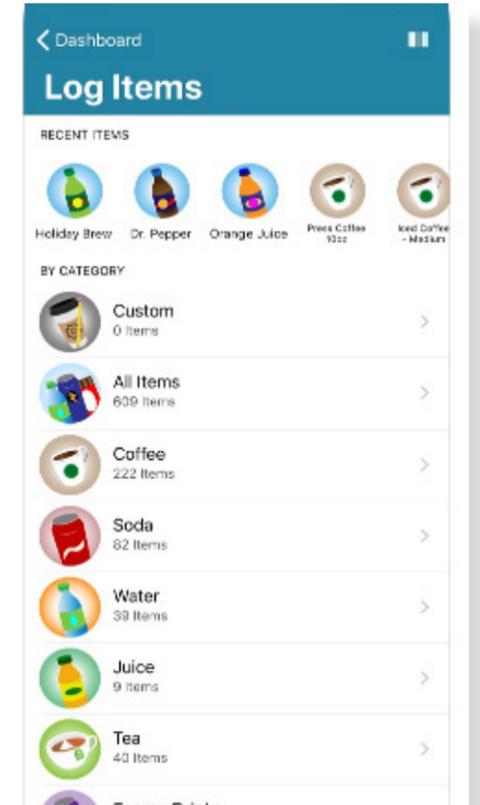


Pros

- Other options besides coffee
- Database constantly updates
- Easy to use

Cons

- Does not save information
- Bar code scanner does not work well
- Difficult to find the journal entries

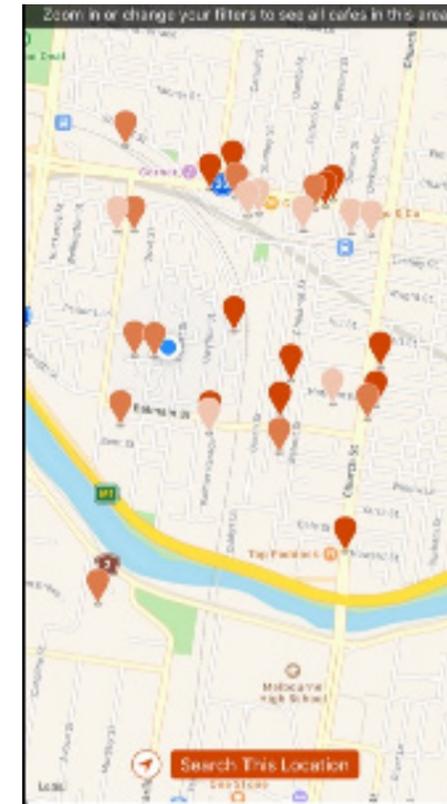


Pros

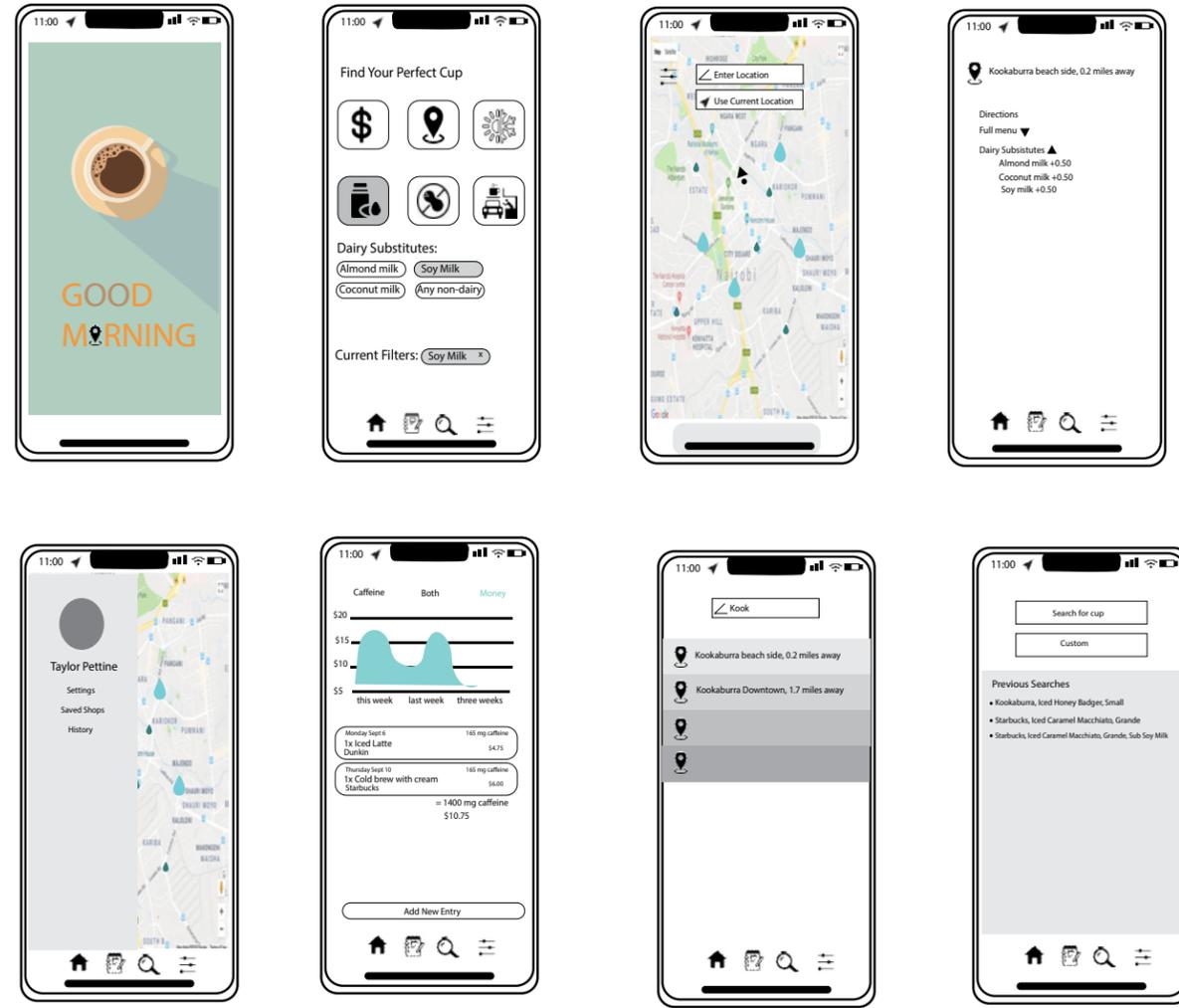
- Clear interface
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After all the research, I took to paper to sketch out the basic layout of the app and help me visually understand the flow of the app. After the paper prototype, I created a digital wire frame of all the screens to preform a usability test with the user. The user was given the home screen and asked to preform a specific task, she would then click what she thought was right. I gave her the accompanying screen for the buttons she would click.



## Insight 3.

Performing the usability test with the low fidelity prototype gave me insight into how the user thinks and how she would navigate through an app. Doing this helped me since I would have done things differently than the user specifically would have. The human centered approach to design differs from generally designing. A feature or an icon in the app might look good on paper and be a good idea, but it might not be ideal for someone using the app functionality wise. The biggest feedback I got from the usability test was the user wanted it to be clear that a drink was added to the journal. This was a feature that none of the apps in the competitive analysis had. People are on the go and busy, they don't have time to go searching through screens for additional information. This concept is one of the biggest take aways from designing from a human centered approach. People want to access the same thing from multiple places, it saves time; which is something I knew my user was key on from the user research. I also learned that the icons should be as straight forward as possible. This helped me in starting my design process for the app and realize that my app can make someone's day significantly easier.

# 04. The Solution

The Good Morning app icon is eye-catching with colors that resemble the morning sunrise at the beach. Having the icons of the two coffee beans imminently let's the user or other people downloading the app know that is has to do with coffee. The name Good Morning is meant to make the sub conscious connection with having a good experience with using the app. All this sets the scene before the user opens the app and starts using it.

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## Colors



## Fonts

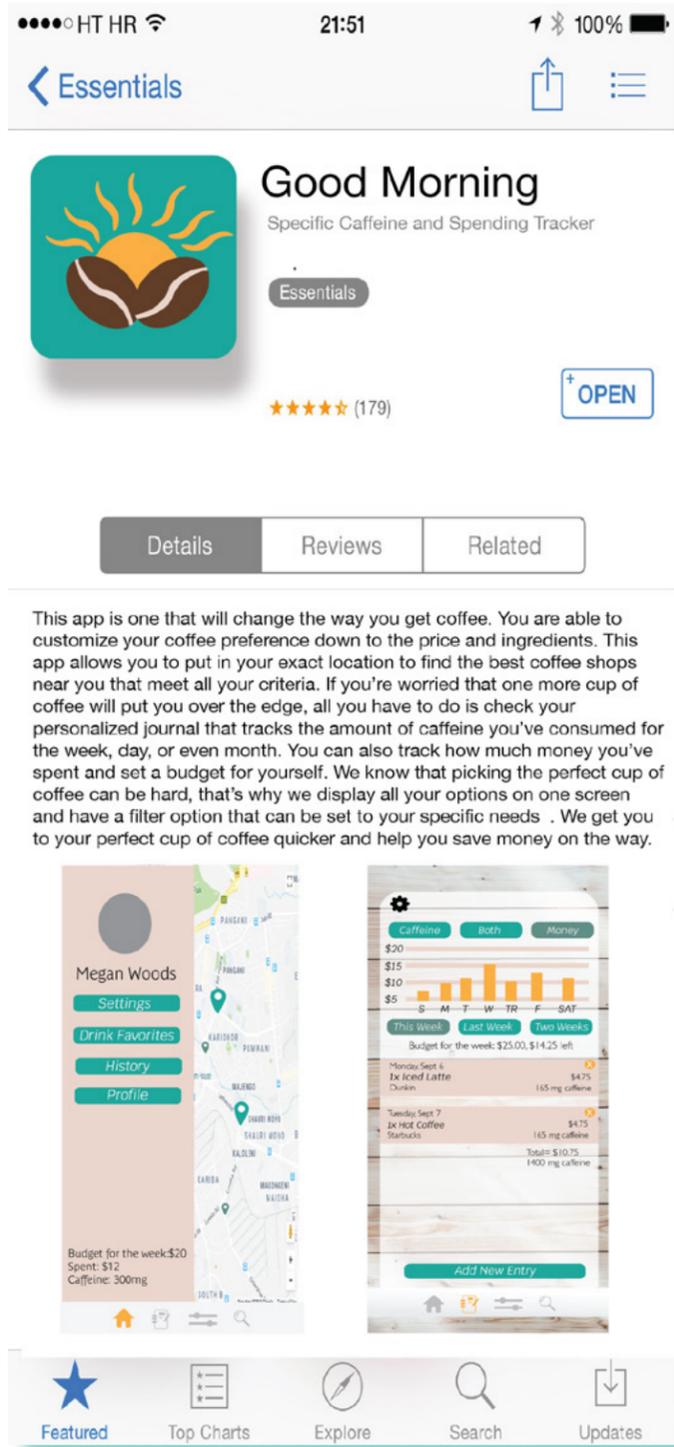
Header (Prasinie)

Subhead (*Krub Italic*)

Body Copy (Gill Sans-Light)

## Icons



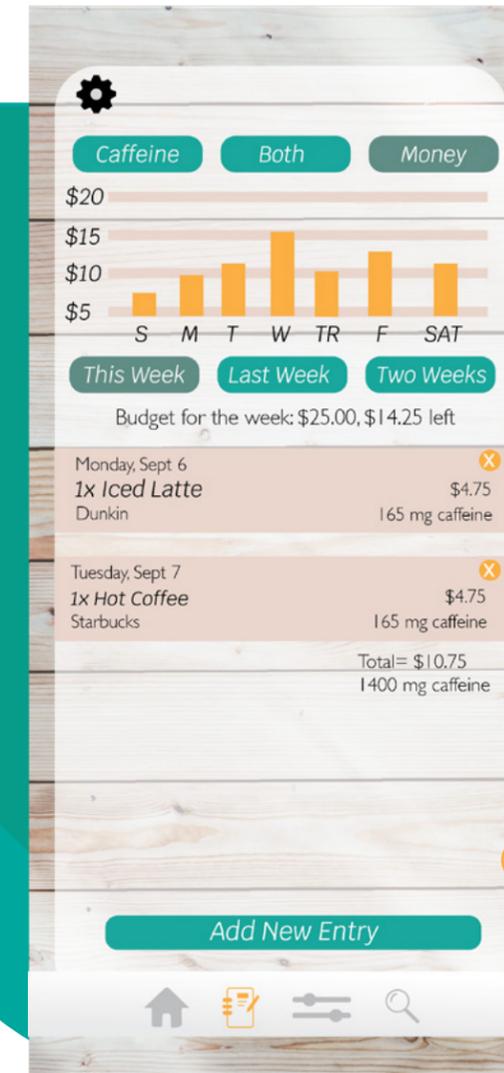


## App Store Description

This app is one that will change the way you get coffee. You are able to customize your coffee preference down to the price and ingredients. This app allows you to put in your exact location to find the best coffee shops near you that meet all your criteria. If you're worried that one more cup of coffee will put you over the edge, all you have to do is check your personalized journal that tracks the amount of caffeine you've consumed for the week, day, or even month. You can also track how much money you've spent and set a budget for yourself. We know that picking the perfect cup of coffee can be hard, that's why we display all your options on one screen and have a filter option that can be set to your specific needs. We get you to your perfect cup of coffee quicker and help you save money on the way.

## Key Words

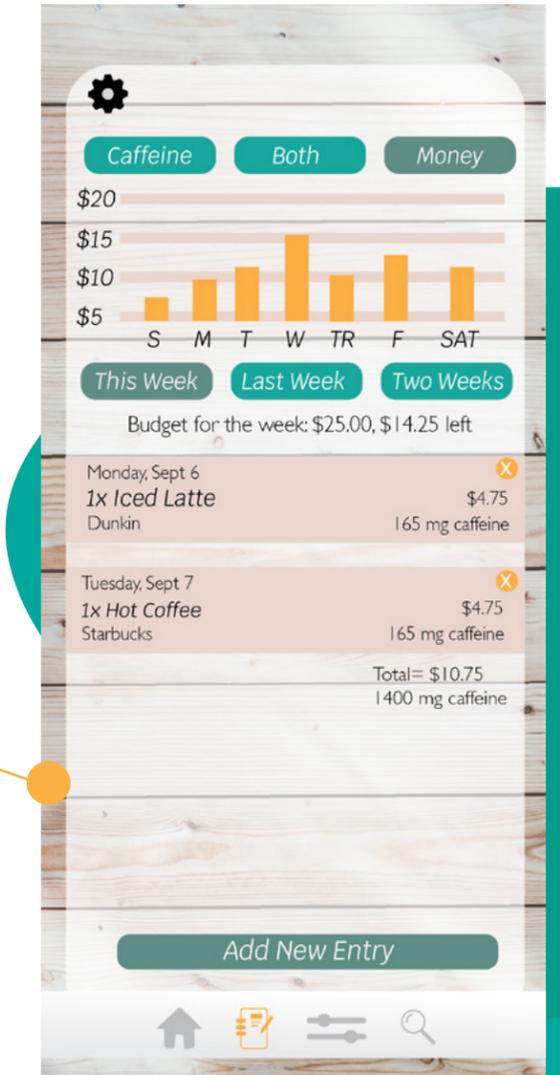
- Tracker
- Budget
- Search
- Caffeine
- Specific
- Directions
- Filter

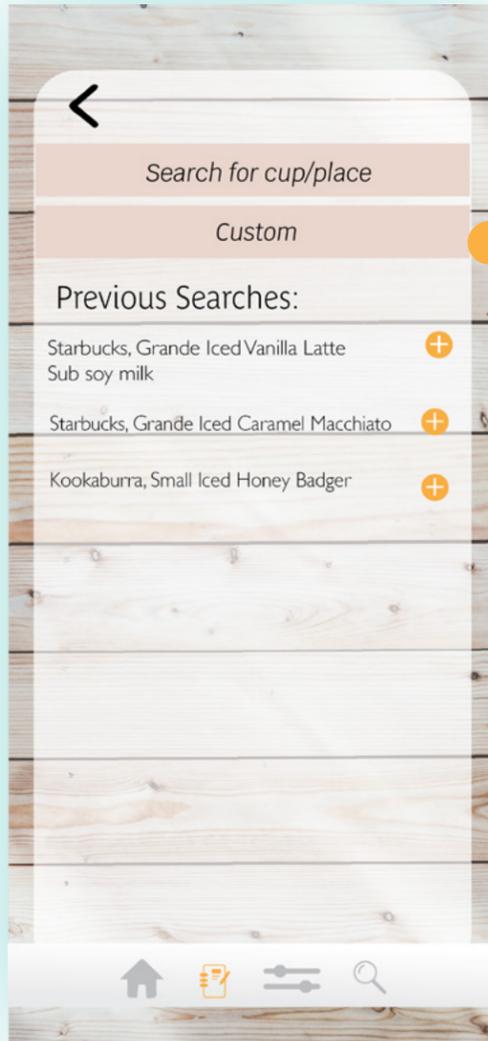


When you click the Journal icon in the app, this is the page you go to. The journal page is where you can see the graph of your spending and caffeine intake. You can change what the graph displays and the intervals by clicking on the buttons. Below is the list of drinks consumed in the current budget period. At the bottom the user can click add entry to add a new drink to the list.

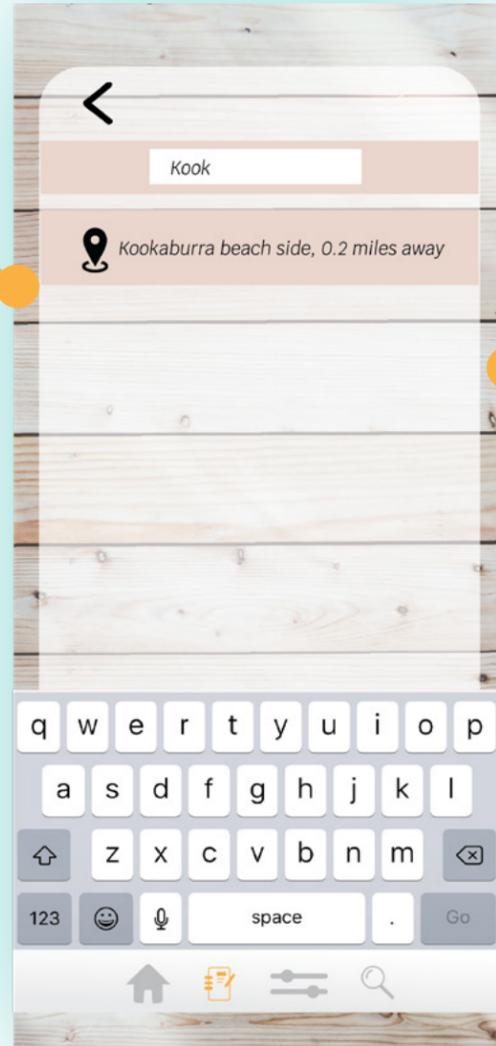
## Journal

When the user wants to add a new entry, they can click the button. The button will change colors to let the user know the button was selected. This goes for all the other buttons on the page.

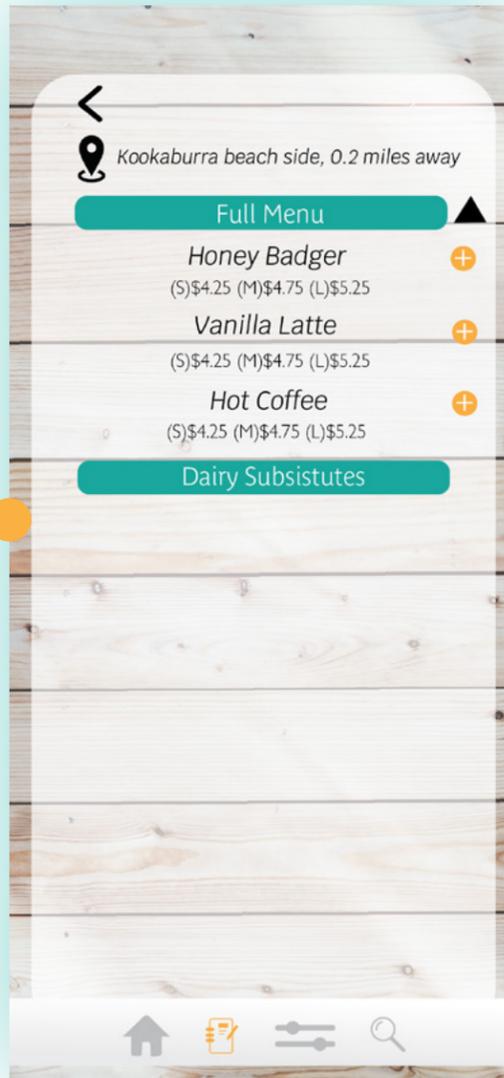




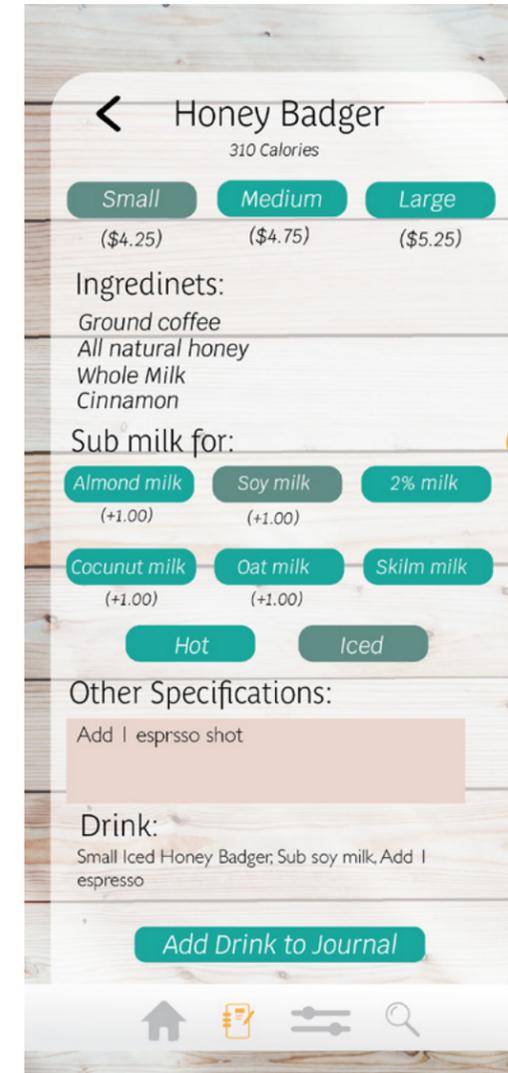
Search for a custom cup of coffee or for a specific drink from a place. The previous searches are there so it's easier for the user to add that drink again.



The user can type in what they want with the keyboard that pops up and then click on what comes up.

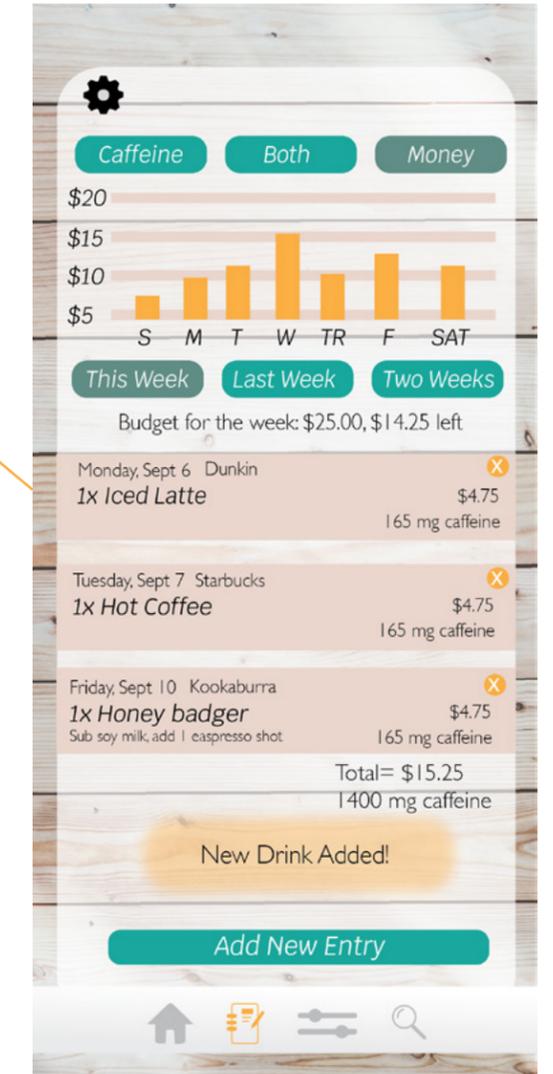


Once a place is selected, the user can click on the drop down tabs to view the menu. The price's being displayed on this screen makes it easier for the user to make a choice before the go any further.



Once the user clicks the drink of their choice, they can customize it to their preference. Then they can click add drink to journal once their done.

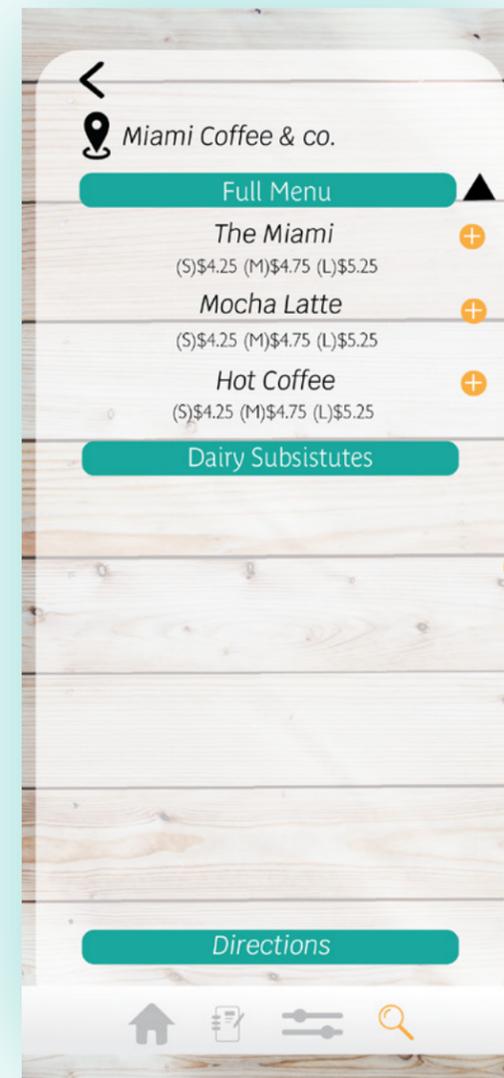
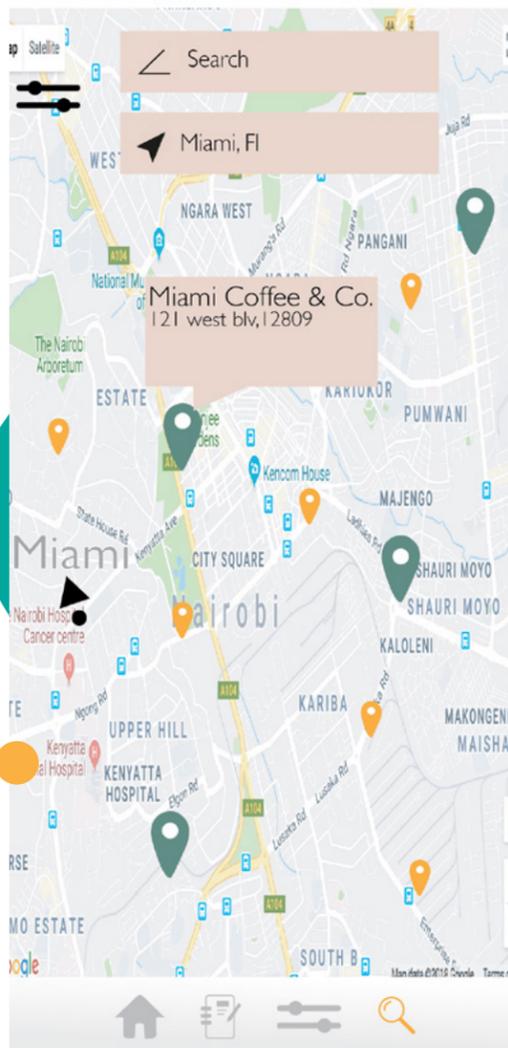
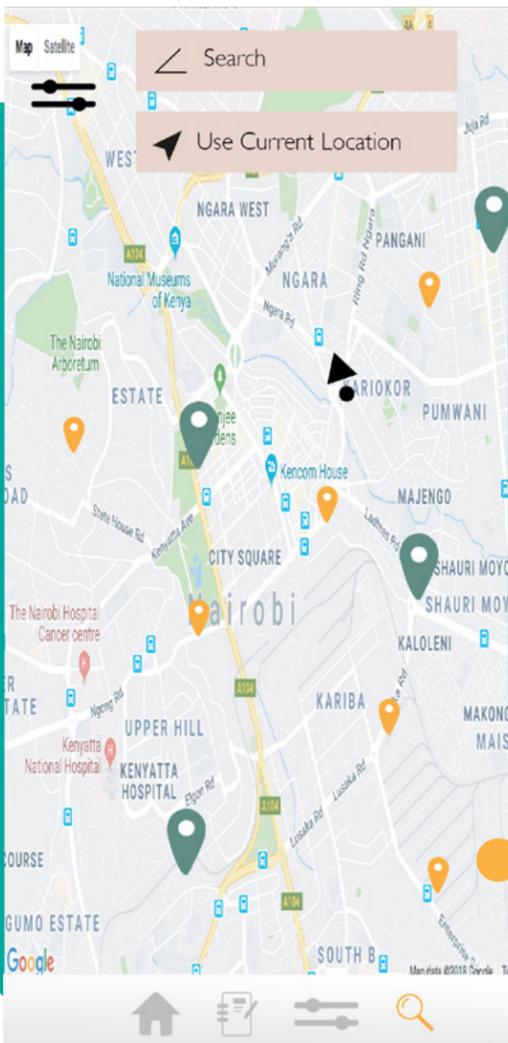
After the drink is added, the user is taken back to the journal page. They see a notification that their drink was added. The user is taken back to this page so they can clearly see where their drink was added.



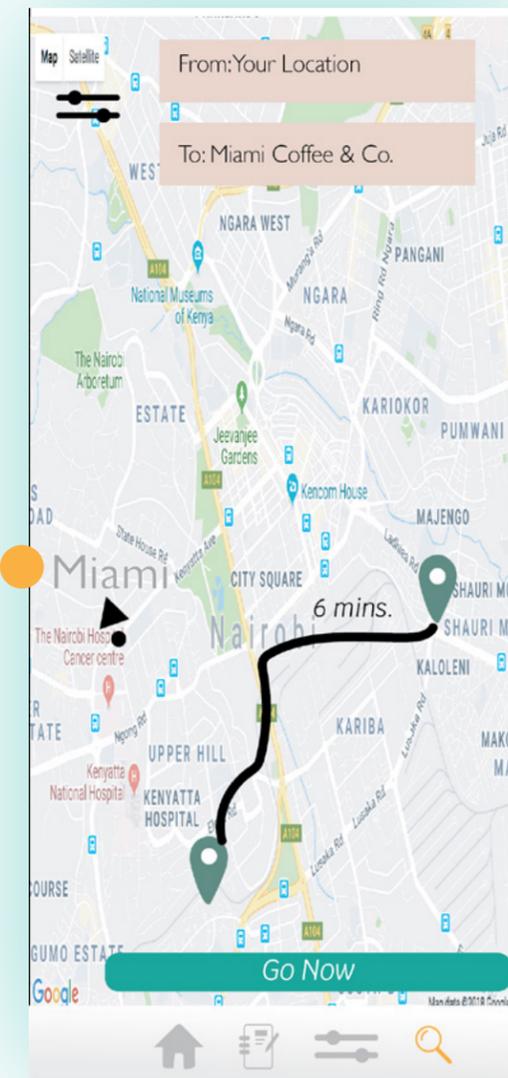
## Search

If the user searches a location or clicks current location, this is the screen that comes up. The bigger green icons represent the shops that align with the filters the user set. From here the user can click in the icons to see information about a shop and then click on the shop itself.

The search icon takes you to the map where your current location is displayed or your home location, which the user can set in the settings tab. The search bar allows the user to search any coffee shop they want. If they want to see shops around them, they can click "use current location".



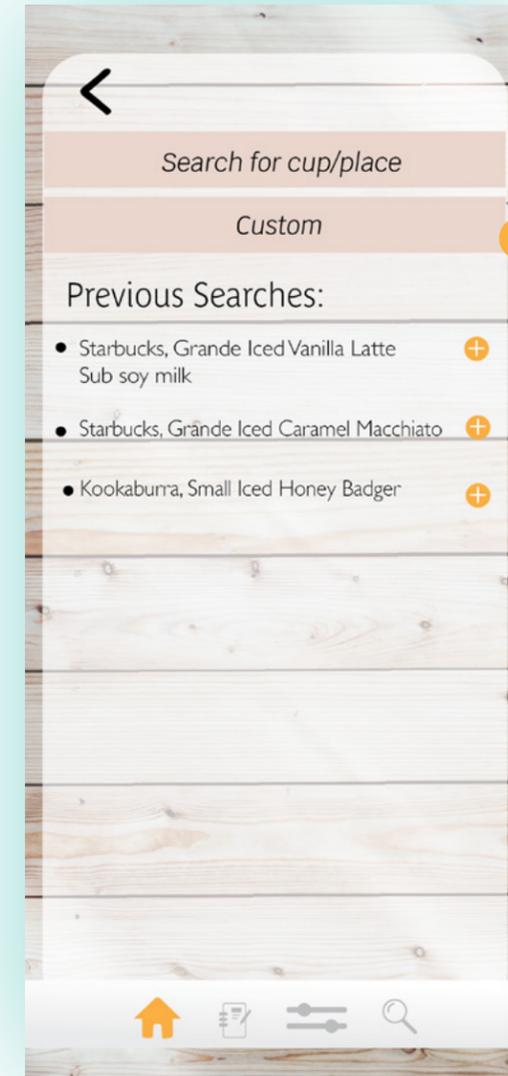
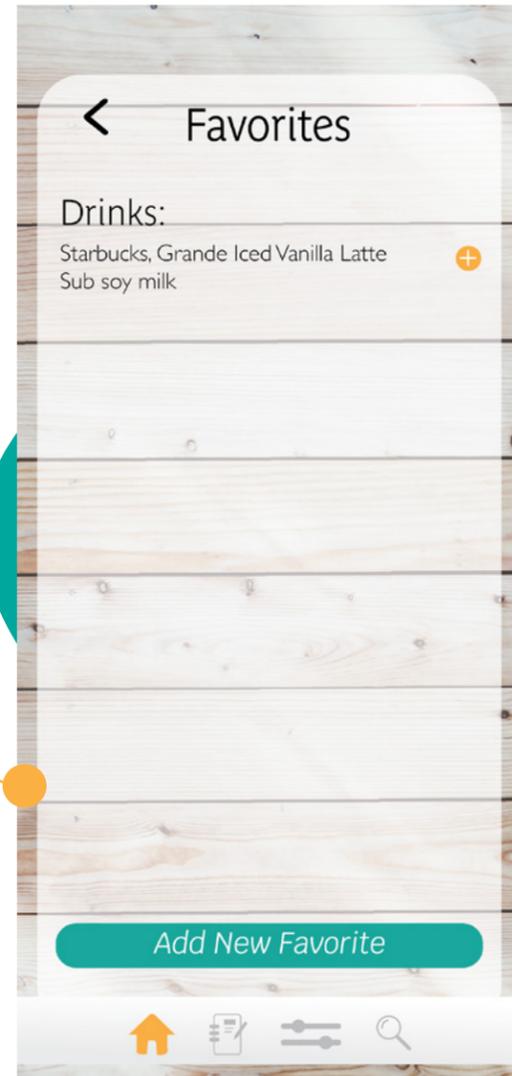
After clicking on a shop, a screen similar to one of the journal screens comes up. The screens were designed the same so that the user is familiar with what to do. They can click the drinks and drop downs to follow the same prompts as they would in the journal. The only difference is that the user can click a button to get directions.



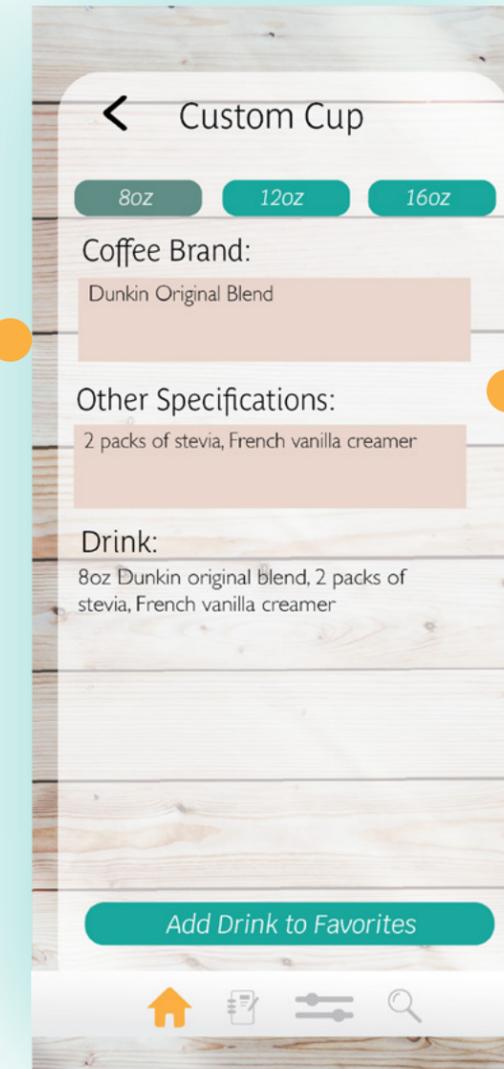
After clicking get directions, the user is brought back to the map page where they can see where they're going. If the information looks correct, they can click go now for directions to start.

## Favorites

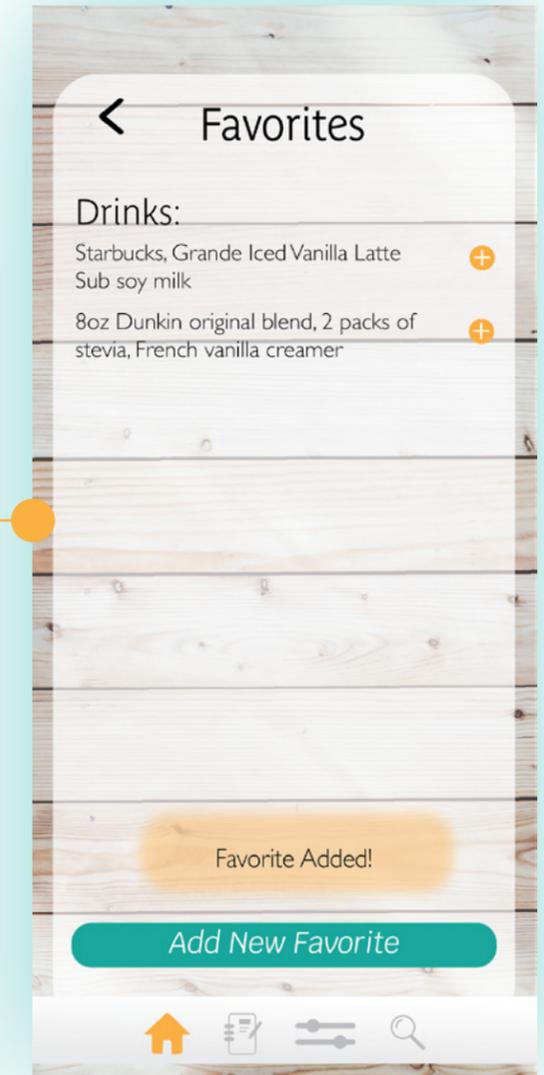
After clicking the button, the favorites screen is displayed. The user can see their current favorites and click the add button to automatically add that drink to their journal. This makes it easier than going through the other prompts if it's a drink the user gets daily.



This is the screen the user is taken to when they want to add a new favorite. It functions the same as the screens from the journal page.

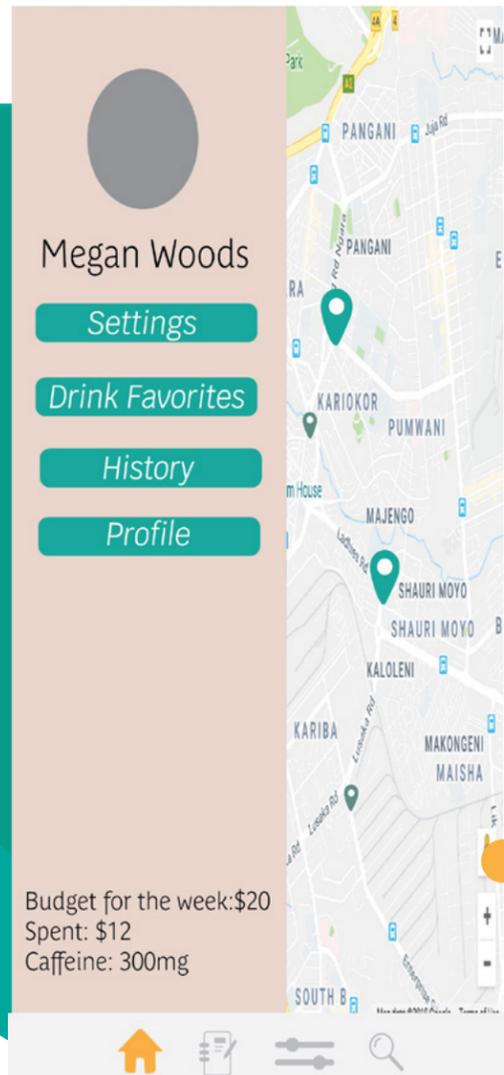


If the user clicks custom cup, they are taken to this screen. They can specify what size coffee they had, what kind, and any other specifications.

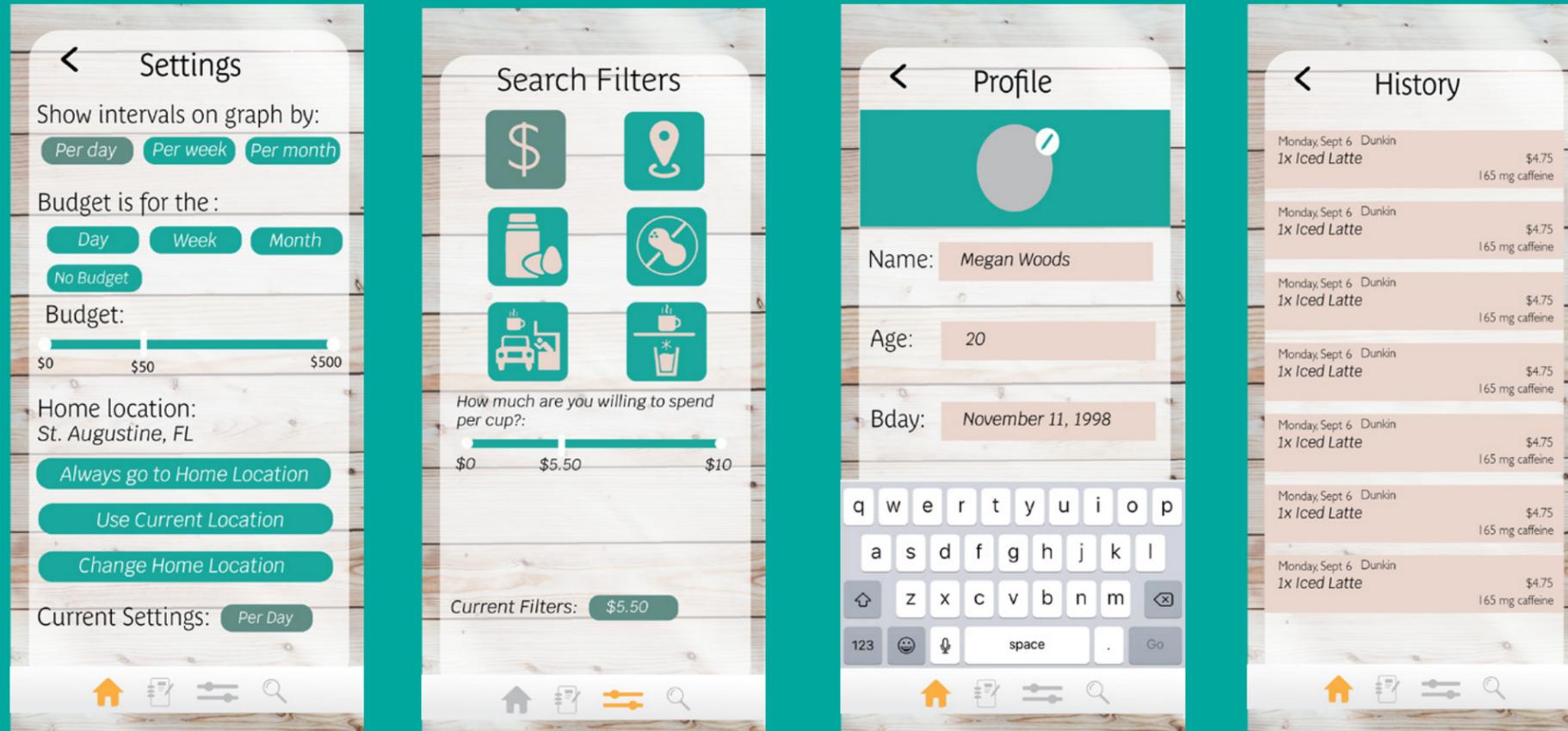


Once the user specifies their drink and adds it, they are taken back to the favorites page. They can see their favorite is added and they get the same notification that adding a drink to a journal gives them.

From the home page, the user can click the Drink Favorites button. This button was put on the home page rather than an icon at the bottom so that it's displayed every time the user opens the app. This way, it's quicker for the user to get to it and add a drink to their journal.



## Other Screens



## 05. Conclusion

Working on this assignment opened my eyes to how important human centered design is. Even designing an a app centered around coffee from a human centered approach drastically increases the users experience. This app was designed specifically around my user. The colors chosen are meant to resemble the beach, since my user lives near the beach. Ideally if this app were developed to the next level, there would be a tab that links to apple pay to the user can pay directly from the app.

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