

avellino
coffee house

The Project

'Design a UX project for your favorite coffee shop that is dramatic for a foodie'

Use this as a jumping off point, your project does not have to strictly adhere to these guidelines.

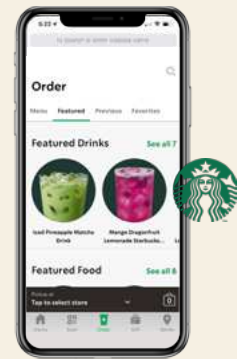
Pain Points

1. Confusing menu prices and format
2. No option to order online
3. Outdated look and feel



Competitor Research

- + Organized by drink type
- + One has online drink orders
- + online coffee bean orders
- + Merchandise options
- + Gift-card options
- + Drink calories listed



Goals & Priorities

1. Option to order online
2. Clear organization, less options
3. Updated look and feel
4. Add coffee ingredients
5. Add merchandise
6. Update gallery section

For the scope of this project, I focused on the first 3 goals

Mobile Order

- + Quick and easy drink orders
- + Choose your pickup time

