

Corina Lougie

Research Doc for Taichi Bubble Tea Redesign

Duration of project: 2 weeks to ongoing revisions and iterations



Taichi Bubble Tea App Redesign: Research and Testing

Overview:

This project was a “for fun” idea from the problems and issues of the current app design for Taichi. The friends I have talked to and the reviews of the app from current users are upset and frustrated with it. These are some examples of the reviews I've seen, a lot of them say something similar: that they all like the good food and service, but the app doesn't provide what they want and it's hard to navigate.



Problems I personally encountered:

- The colors are too bold and aren't the same as the company colors.
- The buttons are too large, and the text doesn't pair well with the icons or pictures.
- The checkout process was pretty simple after a few tries, but I feel like I should be able to know what to do without having to think that hard
- Point system just plain doesn't work
- The wording is a bit weird and off-putting. It's not an accurate representation of their products
- There is a disconnect between the company and the app, it just seems they quickly made it and abandoned it because some of the employees don't even know it exists

 Daniel Fitzgerald 



★★★★★ 3/25/22

Food and drink are amazing but this app isn't. It is very basic but the biggest issue for me was security. When I tried to reset my password I clicked 'forgot my password' and an hour later they emailed me my plain text password meaning they are likely storing passwords in plaintext rather than a salted hash to compare against.

 Robin Schmidt 


★☆☆☆☆ 6/17/23

This app is so laggy that I often don't even have an order number to tell the restaurant by the time I get there. Today was the worst yet - I ordered and was charged but it's not showing up in my order history, no confirmation email, no order number. Please make it easier for your customers and employees and use an app that actually works. Your employee said they couldn't do anything, wouldn't make the drinks, and told us to call headquarters.

 Jakob Tanchak 

★★★★★ 1/27/21

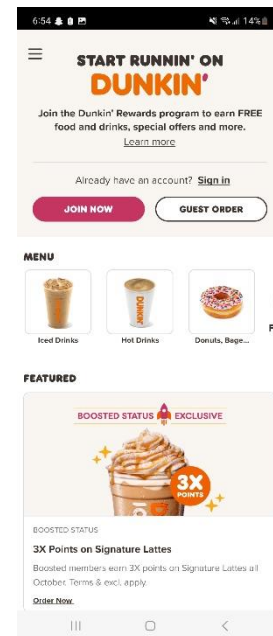
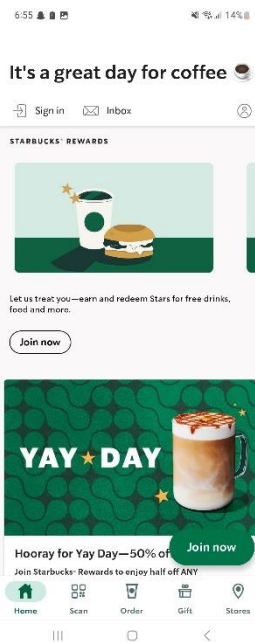
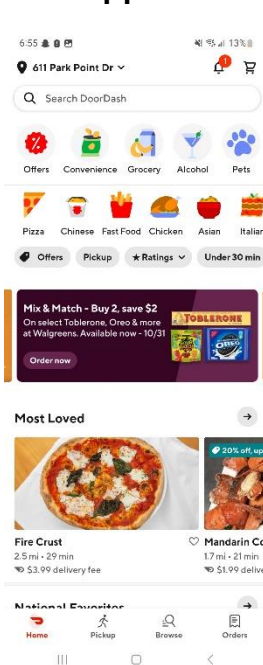
The food and service are great, but that's not reflected in this app. App menu doesn't match the in-store options at all. It's also very poorly optimized, looks like an outdated mobile website shoehorned into an app. Sorely in need of rework. You're better off ordering through another meal delivery app.

 MoonlitReaper 

★★★★★ 3/26/23

It's a little confusing to use. Brown sugar boba is just listed as special zang zang instead of brown sugar. Rather than "Order here" you have to press pick up. Add a new button for that maybe? I love the store and the app w/ points is convient. It's just a little difficult to navigate for your first few times. It also does not show when your order is ready. Also a scan to record points would be good. You have to tell the cashier your phone numbers and some staff doesn't know app points exist!!

Other App Research



Starbucks

- Welcoming
- Average of 2-3 colors
- Simple and straight-forward ordering process
- Small buttons and icons that marry the theme of their store
- Graphics that match the text

Doordash

- No color scheme
- Cute and flat and recognizable icons
- Information on the homepage is a bit overwhelming
- Search bar makes finding food easier

Dunkin'

- Easy process to order a drink
- Good use of their colors, not too overwhelming and is easy to read
- I like that all the buttons and navigation is hidden – it makes it look clean

Summary:

I like the aspects of these 3 apps: each has their own distinct personality, branding, and colors. The icons, graphics, and buttons are all flat and simple and easy to tell what is what. I didn't have any issues ordering food from each one. The proportions

of each element seemed good and modern. I didn't have any ailments or nitpicks – each process was pretty smooth.

Things I want to add in my design from these apps:

- A welcoming screen that includes the user's name
- Iconography that matches the aesthetic of the app
- Rounded corners and flat buttons
- Easy to go to ordering process

User Flow

Home page > Place Order > Select Location > Menu > Item Select > Add to Cart > Cart > Order Summary > Delivery and payment > Order confirmation

Testing of Redesigned App

Student 1 (My roommate who is in medical illustration):

Try ordering the strawberry milk tea from the home screen. Tell me how you feel about the process.

- Felt secure
- Confused with interface a little bit – but person is just confused with food ordering interfaces in general
- Did not have to think too hard during the process

Is there anything you would want added or is there anything that confused you during this process?

- Couldn't find shopping cart button
- Location thing was clicked multiple times

What did you like about it?

- Nice color palette
- Drinks looked good
- Easy and fast

Student 2 (Roommate – graphic design student):

Try ordering the strawberry milk tea from the home screen. Tell me how you feel about the process.

- Colors look nice, some issues that were confusing like the 2 green buttons look like a selected state
- Also couldn't find the checkout option after adding to cart
- Buttons were too close to the UI of the iPhone

Is there anything you would want added or is there anything that confused you during this process?

- Maybe add like a swipe to delete item in your cart?
- Remove smart animate for some of the items – the animations look weird

What did you like about it?

- It looks nice.

Learning from these 2, I want to change the placement of a few buttons, make it easier to indicate there is an item in the cart, they both clicked the navigation bar ordering screen and restarted the entire ordering process losing their progress, change some button colors so they don't look like they are in an active state, change some of the animations to be smoother.

The changes I made are subtle but make the user experience much smoother and give the user less thought on anything that looks too much like a mistake.

