

Project Overview



The Product:

Castle Hill Cider is a local cider mill located on the outskirts of Charlottesville. Castle Hill offers a unique and beautiful view with a delicious variety of ciders that are made from locally grown apples, two of which are unique to their property alone in Virginia. The target customer is both locals and the ultimate goal is to get the customer to sign up for cider club.



Project Duration:

November 2021 to January 2022

Project Overview



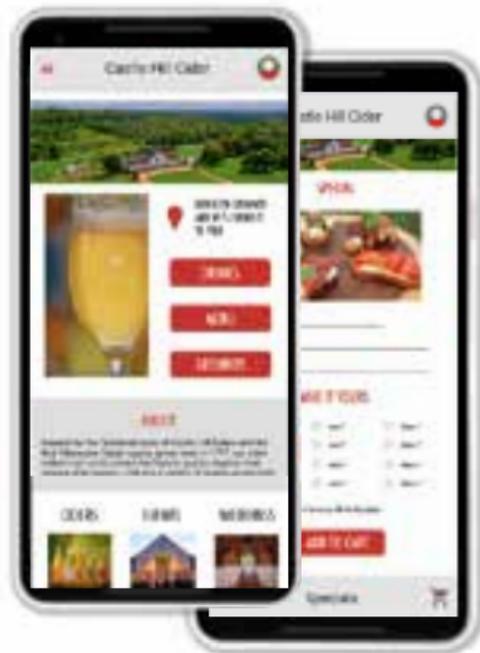
The Problem:

There tends to be a bottleneck in the ordering process between ordering and filling during the busy times of the summer and fall.



The Goal

Design an app for customers to order from wherever they are set up on the grounds so there is less time spent in line and more time spent enjoying the space.



Project Overview



My Role:

As part of the Google UX Design Specialization Certificate Program



Responsibilities:

Conducting research, interviewing potential users, conducting usability studies. Paper and digital wireframing, designing the app with accessibility in mind and iterating on designs.

Research



Summary:

Through a competitive analysis of the wineries in geographic competition with Castle Hill and interviews with people familiar with the business I was able to get to the core of the problem facing Castle Hill in the ordering process.

The research revealed that the long line at the outdoor bar was a serious drawback to spending an afternoon at the cidery when other wineries have multiple staff and serving locations within their properties making it less daunting to refill glasses and enjoy the afternoon.

Pain Points

1 Time

Being at a cidery for the day is enjoyable when visitors are able to spend the time with their party relaxing and not trekking to and from line and standing in line. This app allows the visitor to get the fullest experience from their visit.

2 Knowledge

Most visitors are unaware of the complexity of Castle Hill's ciders and the breadth of their other offerings. The app will offer not only explanations of the ciders but what they pair well with off the menu.

Personas

Goals:

Sloan is a young marketing intern trying to learn more about wine and cider on the weekend to be able to recommend places to her boss for client meetings while spending valuable off time with friends.



Frustrations:

Most wineries monopolize time with lengthy descriptions and waiting to be served instead of actual education about the drinks and enjoying time with friends and family.

Goals:

Charles is a lawyer looking to relax with friends on the weekends in a nice setting.



Frustrations:

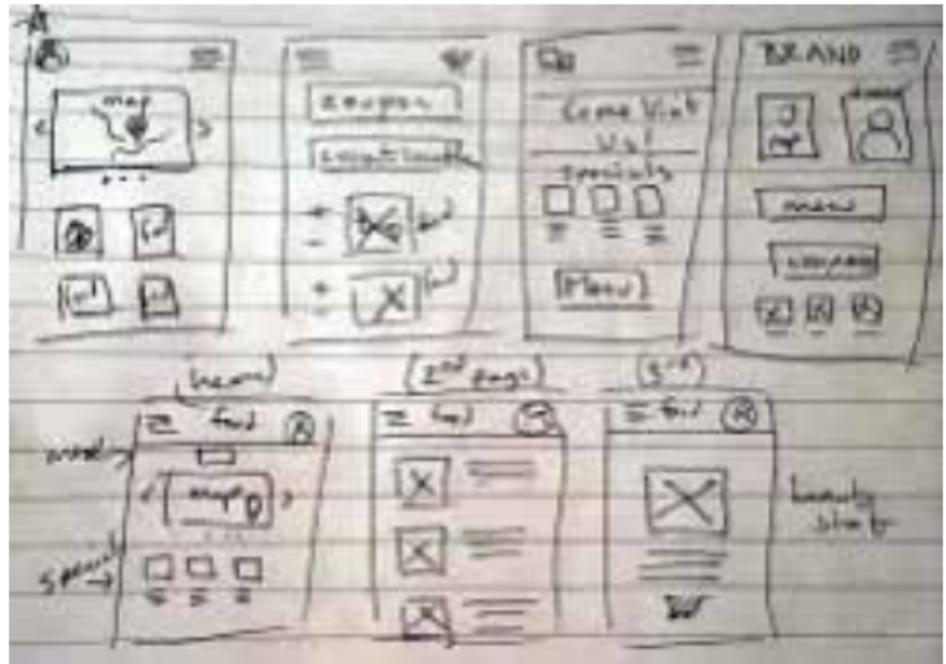
Waiting in line and hearing a long description is not his idea of a good time when all he wants to do is relax with his friends and wife and enjoy his time off.

User Journey Map

ACTION	Select restaurant	Browse menu	Place order	Complete order	Pick up order
TASK LIST	A. Decide on food type B. Search nearby restaurants in browser C. Select a restaurant	A. Browse online menu B. Select menu items	A. Locate phone number B. Call restaurant C. Place order	A. Confirm order B. Provide payment information C. Get directions to restaurant	A. Drive to restaurant B. Pick up food and tip employee C. Inspect items D. Drive home E. Eat meal
FEELING ADJECTIVE	Overwhelmed by number of restaurant options Excited to find a restaurant that they like	Annoyed at large amounts of text with limited visuals	Disoriented with scrolling to find phone number Anxious about having to remember order	Frustrated at having to read card number out loud Annoyed at time it takes to drive to restaurant and back	Happy to eat after a long day
IMPROVEMENT OPPORTUNITIES	Create a dedicated mobile app for Digi Pizza	Provide search filters Include images Optimize app for screen reader technologies	Provide a simple checkout flow	Provide option to tip in-app	Include a rewards program

Paper Wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to the digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized



Digital Wireframes

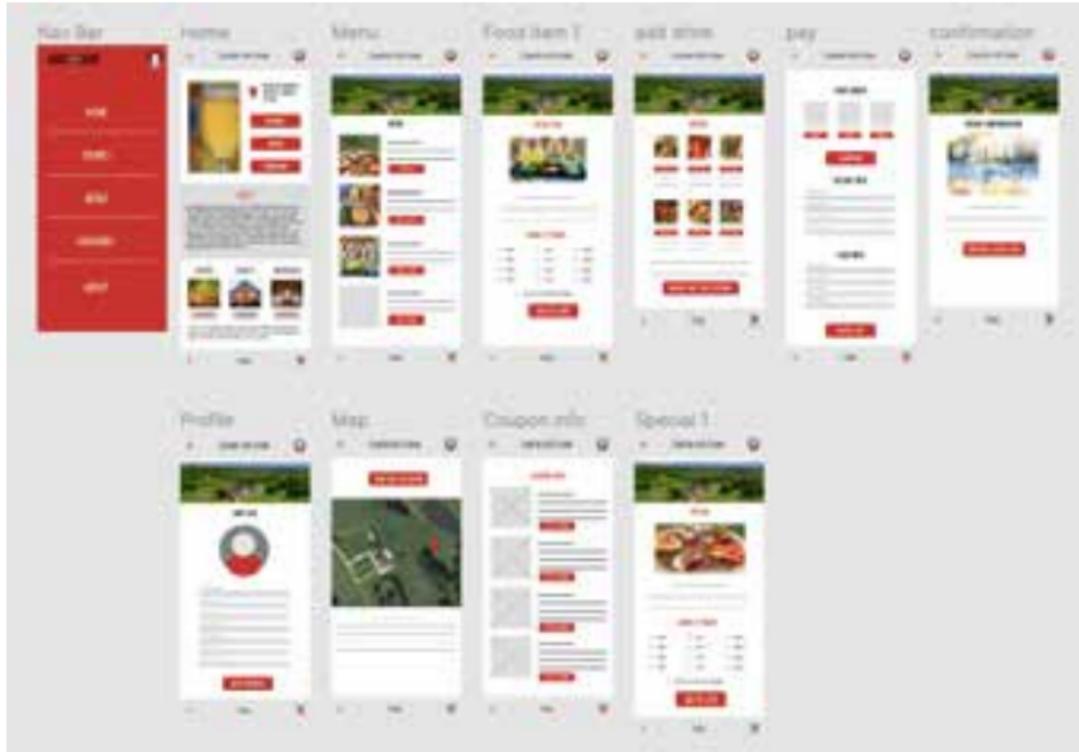
As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research. Easy navigation was a key user need to address in the designs in addition to geo-location for order delivery at the cidery.



Low-fidelity Prototype

The low-fidelity prototype connected the primary user flow of ordering cider and food and finding location on site so the prototype could be used a usability study with potential users.

View the Castle Hill Cider [low-fidelity prototype](#).



Usability Study Findings

After two rounds of usability studies I was able to move from wireframes to a low-fidelity prototype based on the feedback given.

1 Ordering

Ordering on the app became difficult at certain steps, like adding a food item sent users to the checkout screen instead of allowing them to customize their order and add a drink.

2 Profile

Navigating to the profile area seemed intuitive to me, but I found that certain users did not know to click on the person in the circle image in the upper right. To make that clearer I added a hover action that reads "Profile" to screen readers to the icon.

Key Mockups

The design choices made in this app are based on the existing look and feel to promote consistency and remain recognizably Castle Hill. The photos, fonts and colors are all within the brand guide.

View the Castle Hill Cider [high-fidelity prototype](#).



Takeaways

While designing this app I learned quite a bit about functional app layout, accessibility and how to best understand user patterns. Things that seemed straight-forward and intuitive to me were not as obvious to users I had test the app which led me to make a more effective app that all users can understand and navigate with ease including those with accessibility needs. Each button and layout took into considerations those with screen readers and other accessibility needs.