# FINAL THESIS BOOK

BY TAMMIE LEUNG • 03275222

ACADEMY OF ART UNIVERSITY • MASTER'S OF FINE ART • WEB DESIGN & NEW MEDIA

FINAL REVIEW PRESENTATION • 11/29/2016 • 12:00PM

NEVO

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# AUTOBIOGRAPHY

Native from Hong Kong but left her home country and went aboard since 16 years old. From Vancouver to Shanghai, she first completed her bachelor degree with a major in business administration. In a week before her graduation ceremony, she volunteered to help the board to design a graduation leaflet without any art or design background. Surprisingly, this experience seeded her passion in design. She decided to travel to San Francisco, a wonderful, international city to seek her path in design. She stayed in San Francisco and completed her second bachelor degree majoring in Graphic Design at the Academy of Art University. As proud as she could be, she told herself, “This is just the beginning of my design journey.”

Combining with her business instinct and the experience of being a freelancer of graphic design, she strongly believes that a successful business is only possible with good marketing, branding, and visual design that sync well to present the company’s story and values. She also realizes that under the technology influences, new media is the bridge to connect with audiences. Print design is no longer the dominant source to communicate; interactive design on screen can speak louder and more effectively. Bracing with this belief, she starts working as a visual designer and continues her master degree in New Media and Web Design at the Academy of Art University.

Designing for print and for screen are similar but different. Both are visual communication, but the visual aspects are different. Taking advantage of her prior aesthetic in graphic design, she is able to unlock her creative vision and design potential in the field of new media design. She ultimately identifies problems and provides creative solutions. Being proactive in her design path, she has a strong will to overcome different challenge lies ahead.

**“It is not enough that we build products that function, that are understandable and usable, we also need to build products that bring joy and excitement, pleasure and fun, and, yes, beauty to people’s lives.”**

Don Norman

# RESUME

## PERSONAL

**Tammie (Ting Yan) Leung**
tammieleungdesign.com
lty316@gmail.com
408 · 893 · 7592

## EDUCATION

**Academy of Art University,** 2014–2016
MFA, School of New Media & Web Design

**Academy of Art University,** 2010–2013
BFA, School of Graphic Design

**Shanghai Jiao Tong University**, Shanghai, China, 2005–2009
BA, School of Business Administration

## RECOGNITION

**Academy of Art Spring Show 2016** / App Design
**Academy of Art Spring Show 2014** / Web Design
**Academy of Art Winter Show 2013** / Graphic Design Portfolio
**Academy of Art Spring Show 2012** / Package Design

## SKILLS & EXPERTISE

| | |
|---|---|
| UX/UI | Adobe Flash |
| Visual Design | Adobe Dreamweaver |
| Packaging Design | SketchApp |
| Print Design | Flinto |
| Web design | HTML/CSS |
| Branding + Identity | PHP |
| Typography | MySQL |
| Illustration | Java Script |
| Adobe Illustration | Jquery |
| Adobe Indesign | Wordpress |
| Adobe Photoshop | MS Office |
| Adobe After Effects | Mac / PC |

## EXPERIENCE

**Kevin Stephens Design Group** | Art Director | San Francisco 2012—Present
Collaborate with other department and members
Develop and design visual & graphic products
Monitor and design web and new media product
Photo shoots for new projects

**Live Colony** | Visual Designer | San Francisco 2016—Present
Create wireframes with user-center experiences
Collaborate with other team member
Develop and design visual & marketing products

**Lori Coleman Advocates** | Graphic Designer | San Francisco 2015
Branding and create identity system

**Hotel Petaluma** | Graphic Designer | Petaluma 2015
Branding and create identity system

**Staged Right LLC** | Graphic Designer | San Francisco 2014—2015
Design new company identity and branding
Develop visual design and web products

**Okubo Real Estate** | Graphic Designer | San Francisco 2013—2015
Design new company identity and branding
Develop visual design and web products

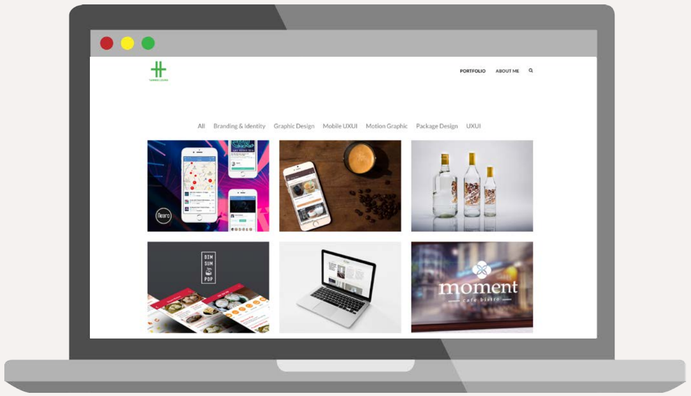
**Pacific Rim Partners** | Graphic Designer | San Francisco 2013—2015
Design new company identity and branding
Collaborate design projects with PRP

**Kevin Stephens Design Group** | Project Manager | San Francisco 2013
Develop and design visual & graphic products

**Kevin Stephens Design Grou**p | Design Intern | San Francisco 2012—2013
Develop and design visual & graphic products

**MongKok MRI Centre Limited** | Hong Kong 2010
Design new company identity and branding

TAMMIELEUNGDESIGN.COM



# OVERVIEW

# STATEMENT OF INTEREST

Being a coffee lover, coffee has been a daily need for them. Every morning, many coffee-drinkers wait in a long line for a cup of mediocre coffee. It is not easy to make coffee at home like a barista. With the food+tech trend coming out, there are more innovative technologies to make our lives easier. For my thesis, I would like to explore and expand the food+tech trend into the coffee industry with NEVO, an app that will help coffee lovers have a perfect experience when brewing their coffee at home.

**Technology is supposed to make our lives easier, allowing us to do things more quickly and efficiently.**

James Surowiecki

# ELEVATOR PITCH

Many coffee lovers love to have a cup of coffee to start their day to boost up their energy during their work in the day.

There are many different kinds of coffee drinks which require different brewing methods, skills and equipment. When brewing a cup of espresso drink, there is a need to understand the correct amount of ingredients and the proper technique in order to extract out the coffee beans aroma and taste . Meanwhile, the quality of ingredients, such as: organic milk with calcium enriched, meticulously selected and roasted coffee beans, pressurized flavor-seal natural syrup also affects the outcome of a cup of perfection espresso drinks.

The Nevo coffee system can now help you to make a perfect cup of coffee drinks. Nevo is a smart phone application which is connected to the Nevo coffee machine which makes many different kinds of coffee drinks. Coffee lovers can shop in the app to order per-measured ingredients as assembled coffee kits, and then simply add the coffee kit items into Nevo machine to start brewing. The app also offers coffee kit stock management, scheduled brewing, and notifications. With Nevo, it requires low brewing skills and easy control to brew barista-quality espresso beverages.

# RESEARCH 01

**150 million**

coffee drinkers in the United States

**30 million**

coffee lovers drink espresso beverages (Mocha, Latte, etc.)

**3.1 cups**

of coffee drinks are drunk per day

**66 billion**

cups of coffee are consumed per year

**65%**

of Americans drink coffee at breakfast

**60%**

of coffee drinkers claim to need a cup of coffee to start the day

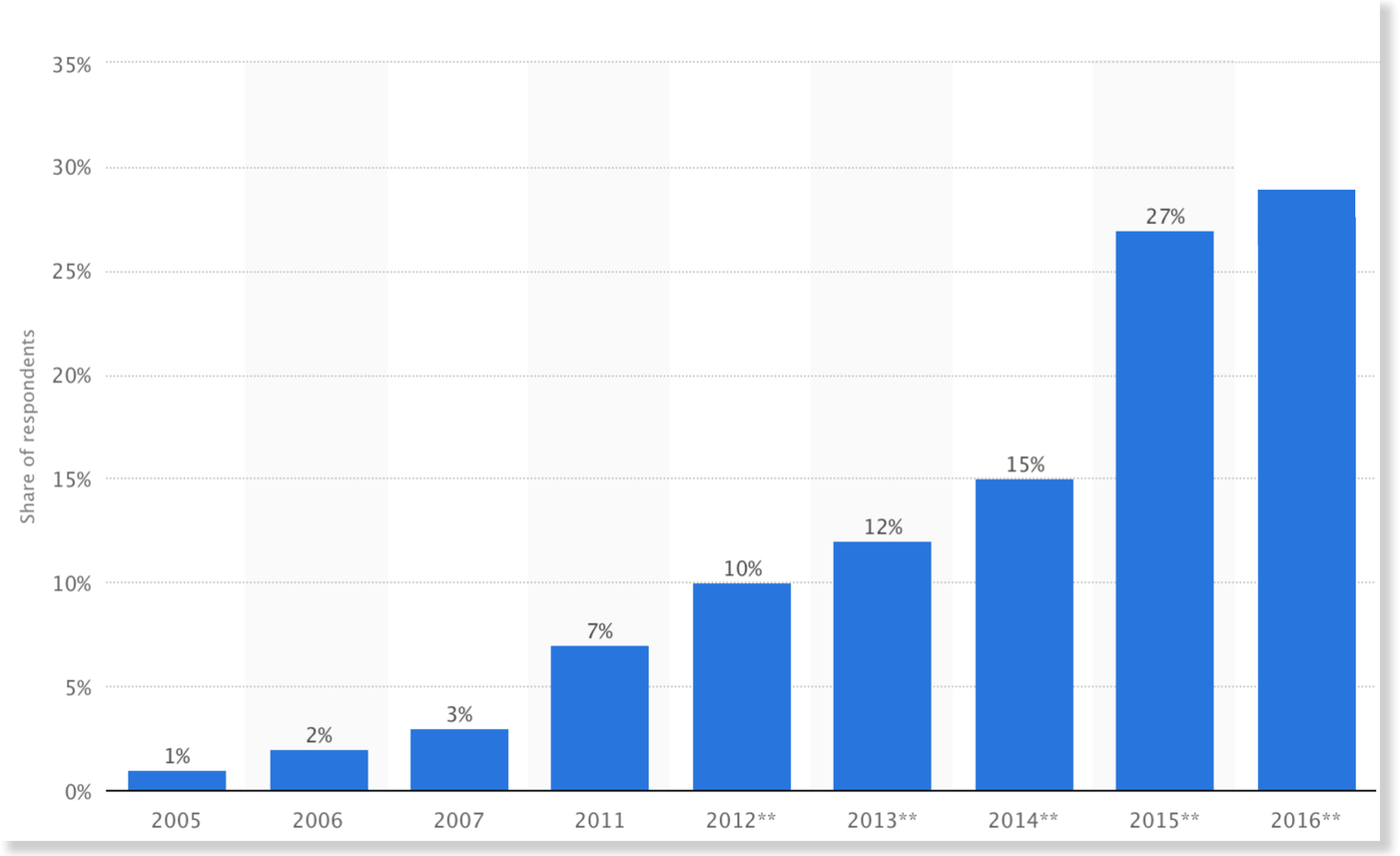
Https://www.hsph.harvard.edu/news/multimedia-article/facts/

Http://statistician/coffee-drinking-statistics/

# RESEARCH 02

## U.S. consumers who own a single-cup coffee brewing system from 2005 to 2016*

This statistic depicts the results of an online survey conducted by the National Coffee Association (NCA) from January 11 to January 26, 2016. U.S. survey respondents were asked if their household owns a single-cup brewing system. The survey results revealed that 29 percent of survey respondents own a single-cup brewing system in their household, up from 7 percent in 2011.



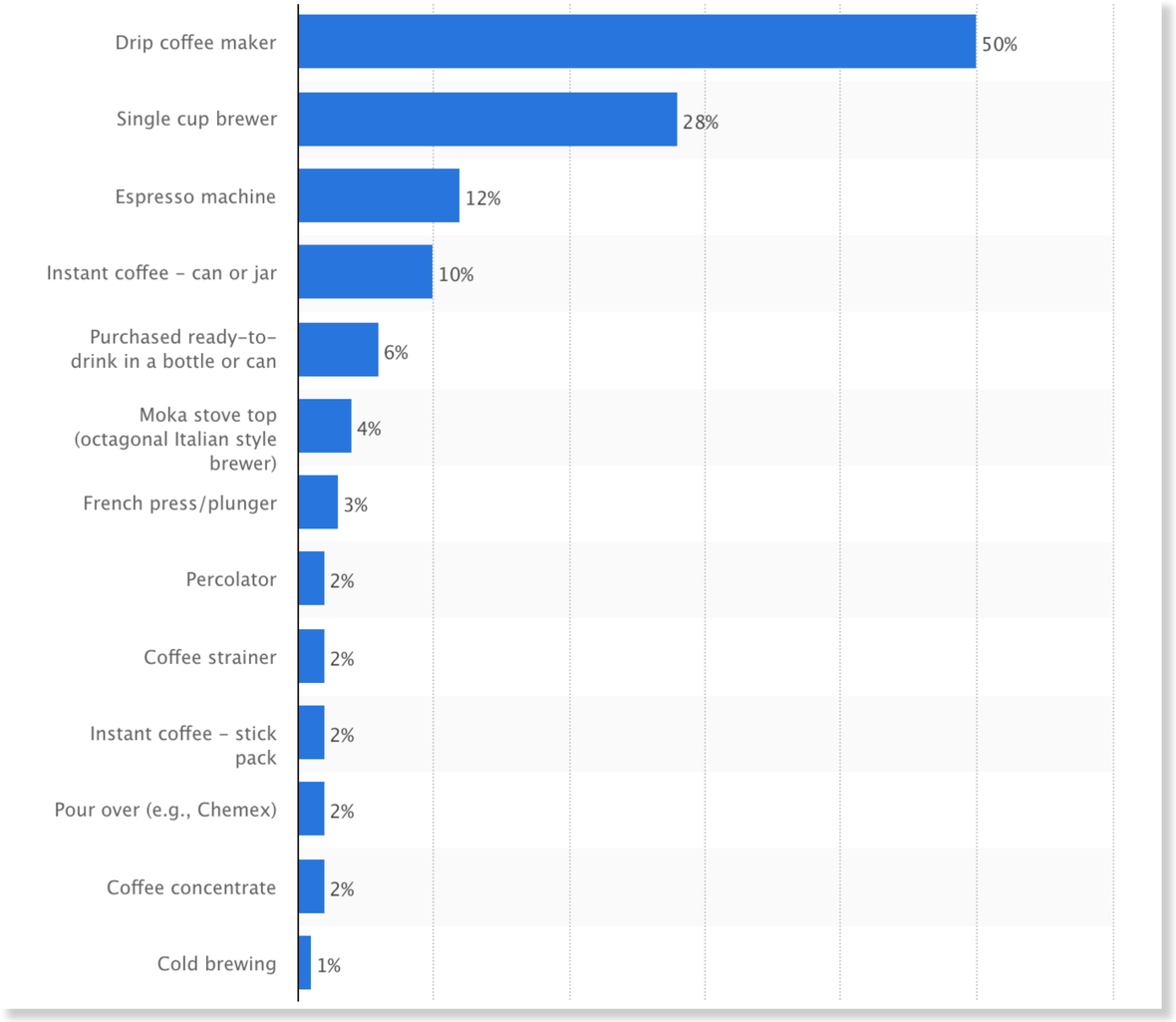

https://www.statista.com/statistics/316217/us-ownership-of-single-cup-brewing-systems/

# RESEARCH 03

## Method of preparation among coffee drinkers in the United States in 2016

The statistic shows the results of an online survey conducted by the National Coffee Association (NCA) from January 11 to January 26, 2016. U.S. survey respondents were asked which preparation method they have used for their past-day coffee consumption. Some 50% of the respondents reported to have consumed coffee brewed by a drip coffee maker the day before. Drip coffee makers continued to be the most used coffee preparation method, followed by single-cup brewing systems.

Https://www.statista.com/statistics/320339/method-of-preparation-among-past-day-drinkers/



# RESEARCH 04

## COMPARISON OF ESPRESSO MAKERS/MACHINE

| | Coffee Maker | Espresso Machine | Capsule Coffee Maker | Paper Drip | French Press | Moka Pot |
|---|---|---|---|---|---|---|
| **Bean to Brew** | 5 minutes | 4 minutes | 2 minutes | 4 minutes | 5—10 minutes | 5—7 minutes |
| **Skill Required** | Low | Medium-high | Low | Low | Medium | Low |
| **Pros** | • Affordable<br>• Easy to Use<br>• Convenient | Best quality of coffee | • Convenient<br>• Very easy to use<br>• Very easy clean-up | • Easy to use<br>• Very easy clean-up<br>• Decent cup of coffee | • More control over technique<br>• Stronger flavor | • More control over technique<br>• Stronger flavor |
| **Cons** | Doesn't make the best cup of coffee | • Requires high technique<br>• Unpractical for daily use<br>• Expensive | • Expensive | • Potential to overflow<br>• Make a mess<br>• Only makes one cup at a time, overly involved | • Messy clean-up<br>• Time consuming | • Messy clean-up<br>• Time consuming |
| **Coffee Options** | Coffee | More Variety | Espresso | Espresso/Coffee | Espresso/Coffee | Espresso/Coffee |
| **MSRP** | $25-$350 | $500—$1000 | $100—$350 | $10—$50 | $10—$60 | $10—$50 |

https://http://coffee-makers.homeowl.com/

# RESEARCH 05

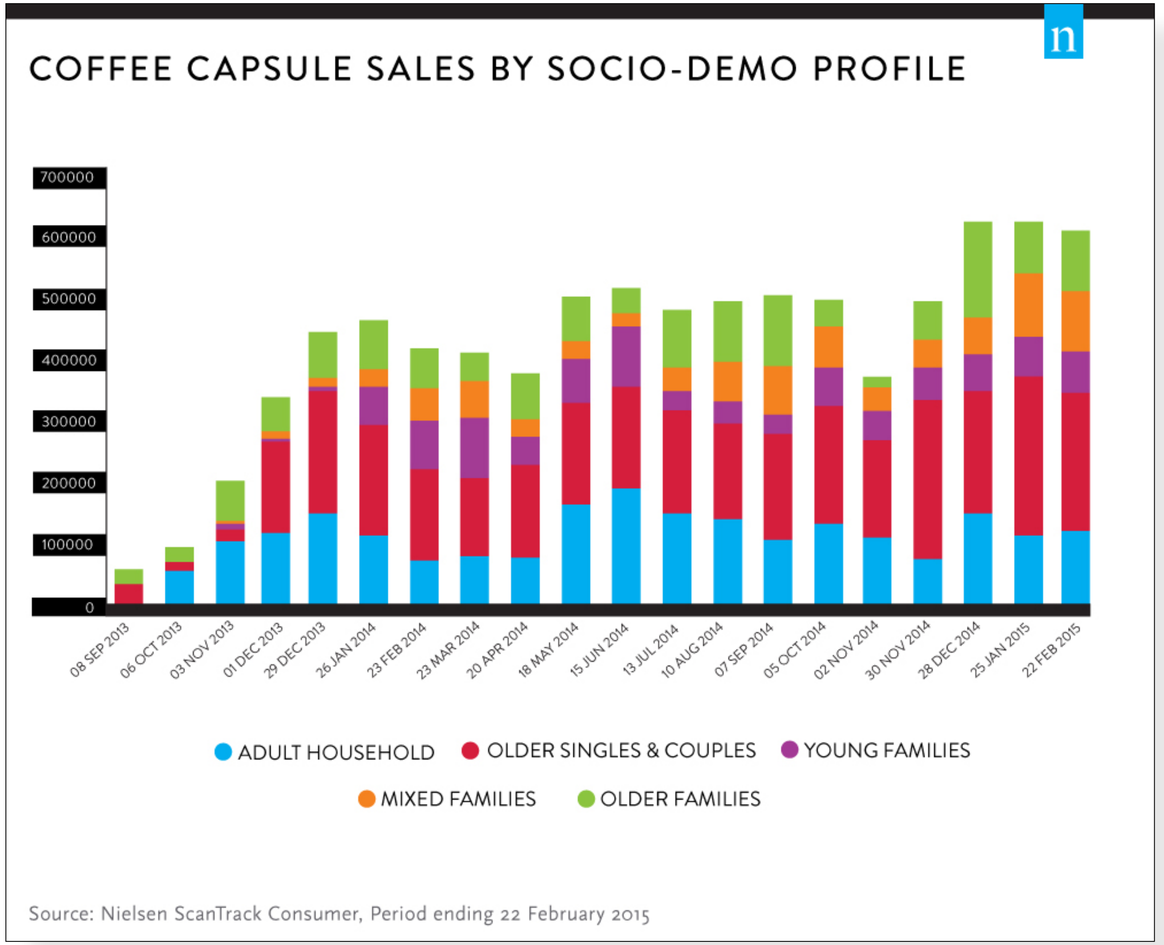
## COMPARISON OF DIFFERENT ESPRESSO DRINKS INGREDIENTS

| | Espresso | Americano | Cappuccino | Dry Cappuccino | Macchiato | Latte | Flat White | Mocha | Caramel Macchiato |
|---|---|---|---|---|---|---|---|---|---|
| **Espresso** | 30ml | 60ml | 60ml | 60ml | 60ml | 60ml | 60ml | 60ml | 30ml |
| **Steam Milk** | | | 60ml | | | 300ml | 120ml | 30ml | 60ml |
| **Milk Foam** | | | 60ml | 120ml | 5ml | 15ml | | | 60ml |
| **Water** | 20ml | 90ml | 30ml | 30ml | 30ml | 30ml | 30ml | 30ml | 30ml |
| **Hot Chocolate** | | | | | | | | 60ml | |
| **Flavor Syrup** | | | | | | | | | Vanilla 20ml |
| **Extra** | | | | | | | | Cocoa Powder | Caramel 10ml |

# RESEARCH 06

## Capsule Coffee Machine Sales Growth 200%

The statistic shows the results of an online survey conducted by the National Coffee Association (NCA) from January 11 to January 26, 2016. U.S. survey respondents were asked which preparation method they have used for their past-day coffee consumption. Some 50% of the respondents reported to have consumed coffee brewed by a drip coffee maker the day before. Drip coffee makers continued to be the most used coffee preparation method, followed by single-cup brewing systems.




http://www.nielsen.com/nz/en/insights/news/2015/caffeine-fix-new-coffee-buyers-grow-category-by-9m.html

# RESEARCH 07

## 2015 Food+Tech Trends:

## Grocery Delivery Explodes, Gadgets Enable Transparency + More

http://www.foodtechconnect.com/2014/12/18/2015-food-trends-grocery-delivery-explodes-gadgets-food-transparency/

**01**

**"Same-Day Delivery"**

Online Grocery Shopping Goes 24/7. This trend allows everyone who sells food and beverages to be in the same-day delivery business without having to add additional operational infrastructure."

**02**

**Tech & Retail Giants Expand Services**

Google Express delivery service from stores like Costco, Whole Foods and Target.
Amazon Fresh offers same-day grocery delivery service in New York, San Francisco
Walmart To Go, retailer's on-demand delivery, same-day services to meet the needs of customers.

**03**

**Startups Revolutionize Grocery Delivery**

Personal grocery shopping service Instacart grew by 15-20 % week over week in 2015.

**04**

**Uber, Overstock & More Join the Party**

Uber's UberEssentials/Uber Eats, which offers 10-minute grocery delivery.
Overstock launched a locally-focused Farmers Market.

**05**

**Connected Kitchen Gadgets & Scanners**

More and more kitchen smart gadget involved in the market. Smart scale (Prep Pad), smart oven (Oven June) are linking nutritional data to cooking, and serving it up in real-time.

# THESIS ABSTRACT

## Problems

Busy urban life people are more used to having a cup of coffee to start their day, especially coffee lovers, which help to boost their energy for their work in day time. There are many different kinds of espresso drinks, some coffee lovers like to have an americano; some may like a latte, and some will like to have a caramel macchiato. These espresso drinks can be prepared with different kinds of brewing equipment, such as:  coffee-makers, espresso machines, capsule machines, french presses, etc. These equipment require different level of brewing skills. It is never easy to be a barista, and one will also easily end up making a mess and wasting after a brewing section in the morning for just a cup of refreshing coffee. There is also not a single coffee maker that can brew all different kinds of coffee beverage with simple steps in a short period of time. Moreover, the quality of different ingredients also affects the outcome of the cup of coffee. It is not that easy to understand and get the correct matching ingredients in small amount to brew a cup of tasty coffee.

## Solution

**Nevo** is designed for users who can brew their coffee beverage with easy simple steps. Users no longer need to care about how much brewing skills they need, or making a mess with measurement and brewing process. A full package of Nevo includes: the **Nevo app**, **Nevo coffee machine** and **per-measured ingredient Nevo coffee kits**. Users insert the coffee ingredient kit into the Nevo coffee machine and brew their coffee beverage with the control on the Nevo app at the desired time they want. Coffee lovers now can brew different coffee everyday with simple brewing process.

**Online Shopping for Pre-measured Ingredient Nevo Coffee Kit**

User can easily order coffee ingredient capsule kits in the app to reduce extra grocery time shopping

**Coffee Kit Stock Management**

The Nevo app tracks user's capsule inventory, so user know exactly what can be brewed and when to reorder

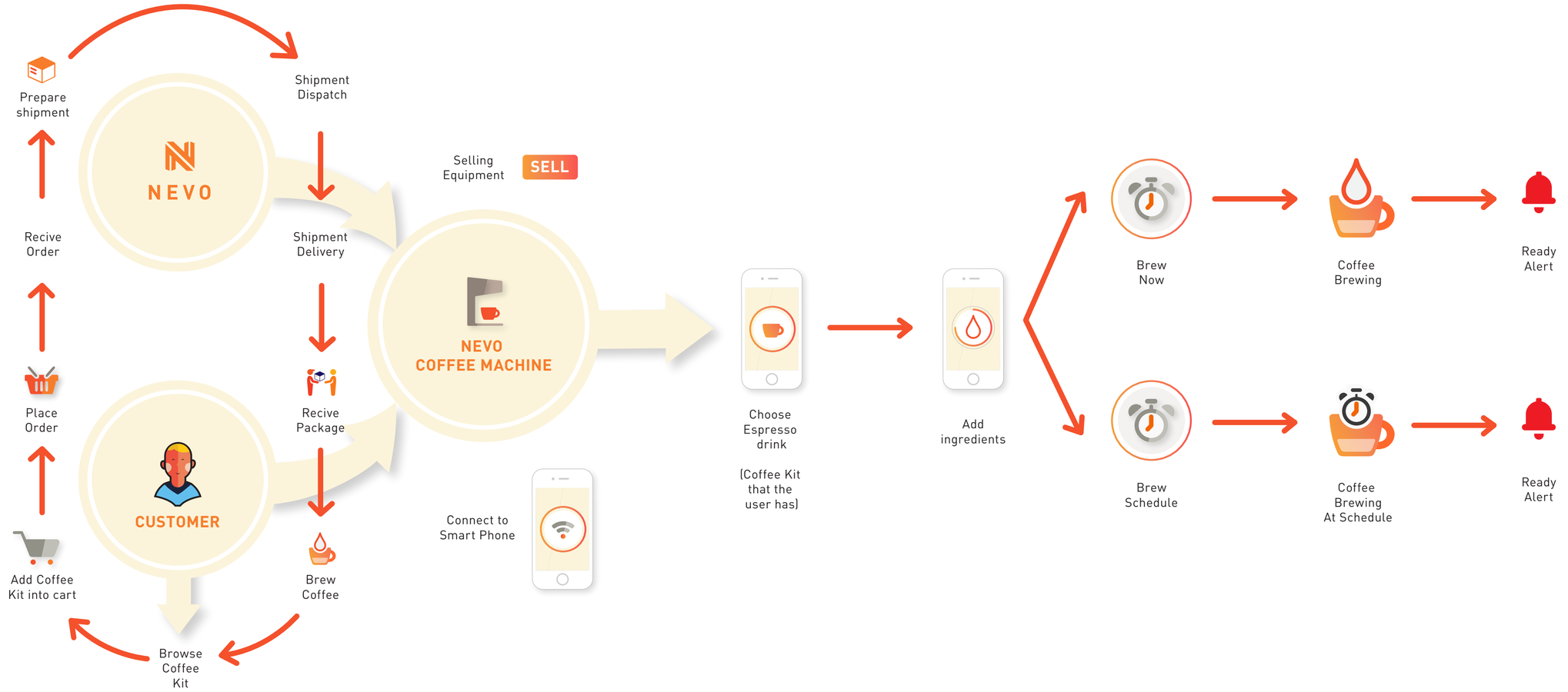
**Brewing Schedule**

Users Set brewing schedule at the desired time, so they can treat themselves to a moment of pleasure and enjoy coffee through the Nevo app

**Smartphone Connection**

Real time control on Nevo app of your Nevo coffee machine with simple clicks and steps which provide remote experience with WIFI connection

# NEVO BUSINESS MODEL



# NEVO MACHINE

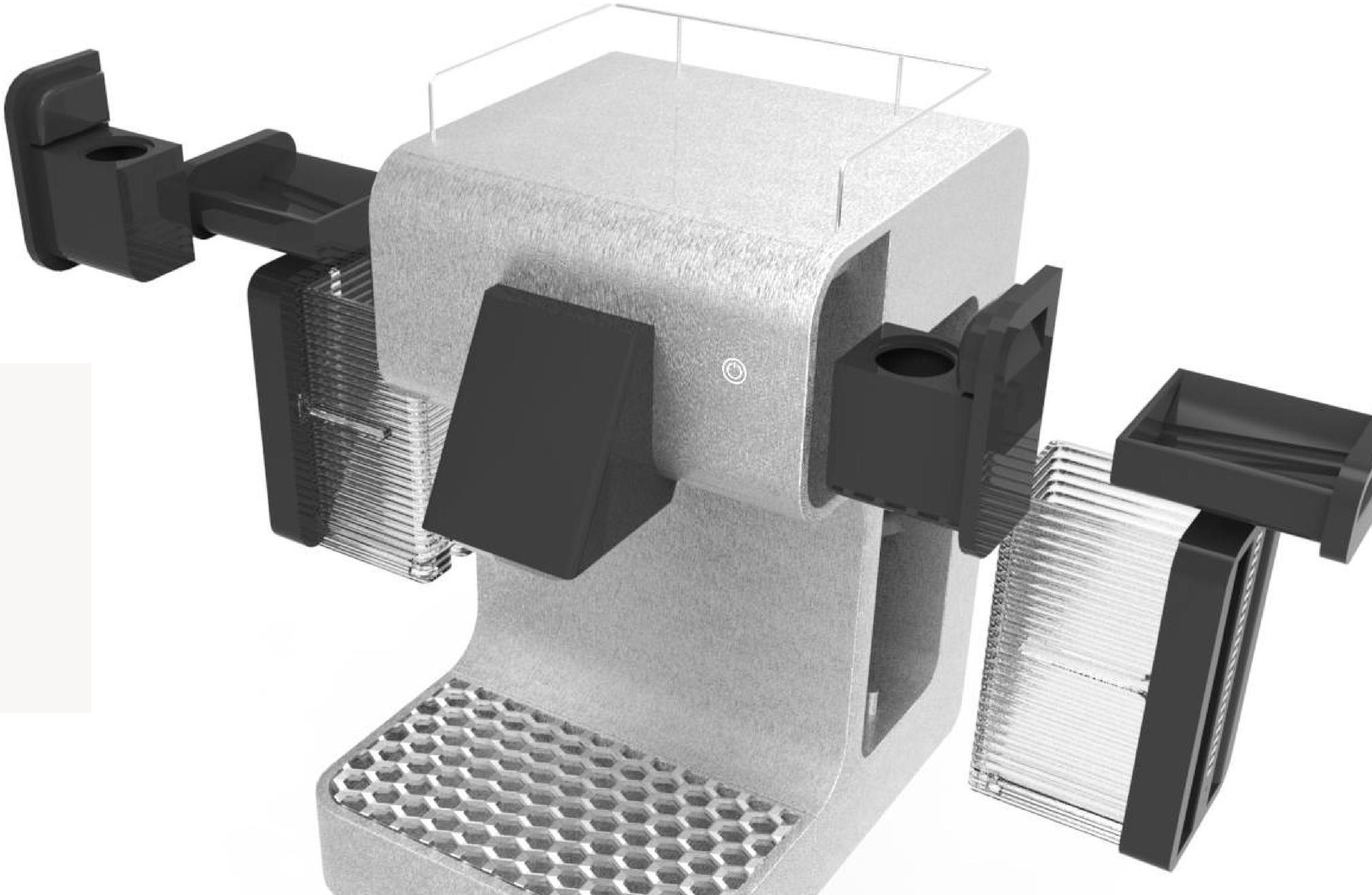
The Nevo coffee machine is designed with an Eco-friendly, on-demand water heater for fast brewing. Precise brewing technology are embedded which automatically adjusts the exact temperature, water, and time duration to make sure each and every drink is perfect. Nevo is more than a coffee maker; it provides a café experience in a stylish, easy-to-use compact system which can become your own barista.

**3D MODEL RENDERING VIDEO:**

https://vimeo.com/tammieleung/nevocoffeemachine

# NEVO MACHINE FEATURES

- Brews different kind of coffee beverage
- Milk storage with cool control
- Auto start brewing
- Ingredients input tracking
- App control
- Water quality tracking
- Notification
- Brewing Schedule
- Capsule stock management
- Coffee kit online shopping



# NEVO COFFEE KIT

## Sustainable

When the world is highly aware of the environmental protection, Nevo is also part of it. At Nevo, sustainability is at the heart of everything. Nevo coffee capsule pods are recyclable. It is composed by 99% biodegradable materials which will produce less pollution to the world.
Nevo committed to integrating sustainability across the value chain, including giving the capsules a second life through recycling. With the Nevo recycling program,it provide several options to send back used capsules, free of charge.

# STRATEGIC PROCESS

# COMPETITORS

## NESPRESSO

The Nespresso app offers buying their coffee capsules, espresso, capsule machines and accessories on the go or at home. It can also connected to their Prodigio Machine. It offers capsule stock management, water tank tracking, brewing schedule.

**Pros**

- Easy online order shopping experiences
- Capsule stock management
- Brewing schedule

**Cons**

- Less energetic look & feel
- Brew only espresso
- Confusing timer interface
- Crowed UX/UI design on main screen

https://itunes.apple.com/us/app/nespresso/id342879434?mt=8

# COMPETITORS

## Saeco Avanti

Saeco Avanti App is an app that connect and control their super-automatic espresso machine. It offers 18 drink options and customize coffee by personalizing strength, length, temperature, and taste.

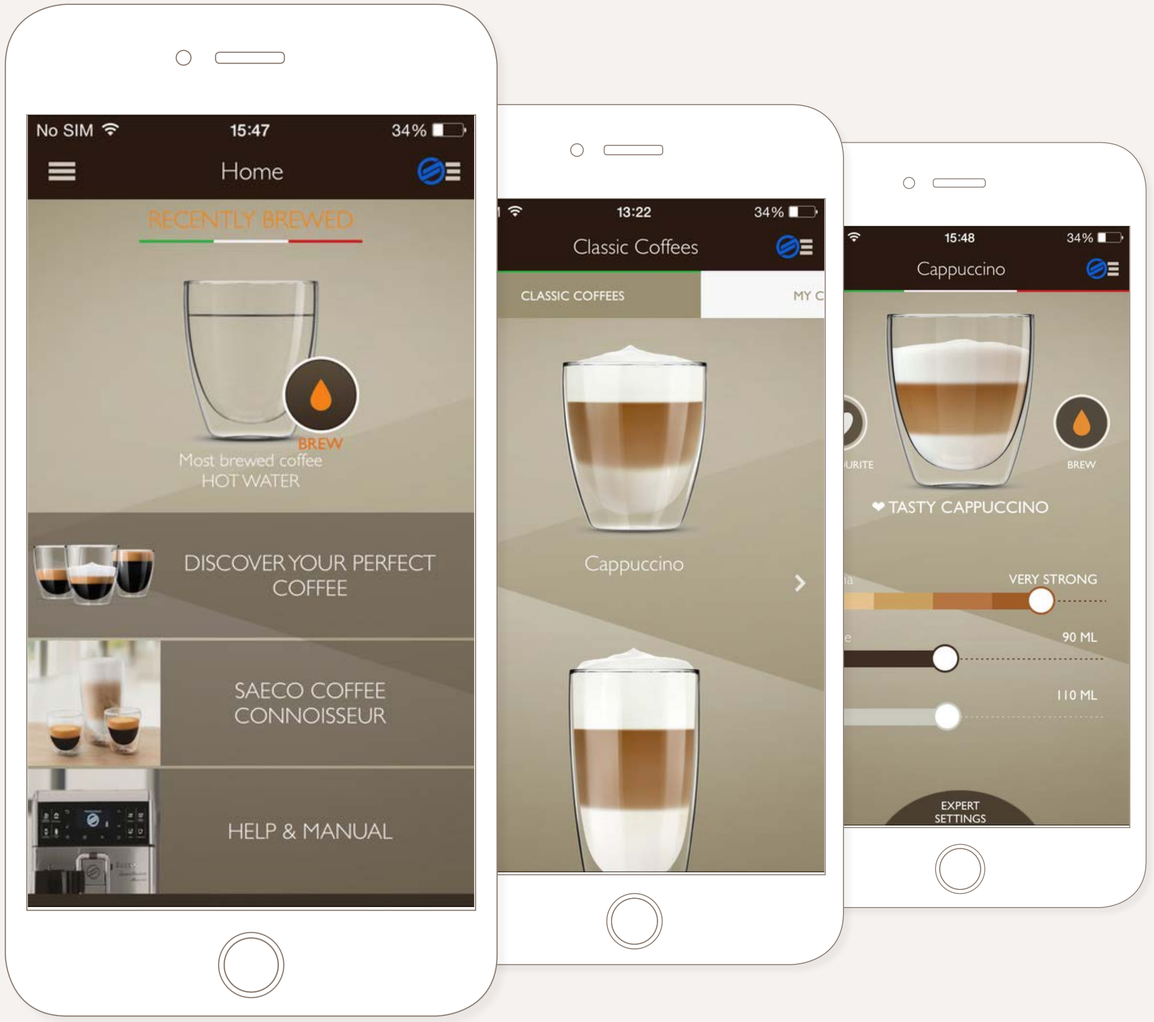
**Pros**

- Many espresso drinks options
- Easily clean and maintain
- Coffee drinks customization

**Cons**

- Boring old UX/UI design
- Does not have brewing schedule

https://itunes.apple.com/us/app/saeco-avanti-for-super-automatic/id897410668?mt=8



# COMPETITORS

## COMPARISON OF ESPRESSO MAKERS/MACHINE

| | Mr. Coffee Coffee Maker | Breville Barista Express | Nespresso® Pixie Espresso Machine | illy® Francis Espresso Machine | Jura Z6 Auto Coffee Center | Nevo Coffee Machine |
|---|---|---|---|---|---|---|
| **Water Tank Monitor** | ✗ | ✗ | ✗ | ✓ | ✗ | ✓ |
| **Machine Maintain Alert** | ✗ | ✗ | ✓ | ✓ | ✓ | ✗ |
| **Espresso / Other Espresso Drinks** | ✓ / ✗ | ✓ / ✓ | ✓ / ✗ | ✓ / ✓ | ✓ / ✓ | ✓ / ✓ |
| **Brew Schedule** | ✓ | ✗ | ✓ | ✓ | ✓ | ✓ |
| **Over-night Setup** | ✗ | ✗ | ✓ | ✗ | ✓ | ✓ |
| **App Control** | ✗ | ✗ | ✓ | ✗ | ✗ | ✓ |
| **Product Design** | ✗ | ✓ | ✓ | ✓ | ✓ | ✗ |
| **Type of Users** | • Students<br>• Moms with busy life<br>• Lower quality demand | • Coffee lovers<br>• High taste demand<br>• Enjoy full brewing experiences | • Senior coffee drinkers<br>• Professional adults<br>• Workplace coffee | • Coffee Lovers<br>• Professional adults<br>• More drinks options<br>• Enjoy automatic brewing experiences | • Coffee Lovers<br>• Professional adults<br>• More drinks options<br>• Enjoy automatic brewing experiences | • Coffee Lovers<br>• More drinks options<br>• Enjoy a short brewing experiences |
| | | | | | | |

http://coffee-makers.homeowl.com/

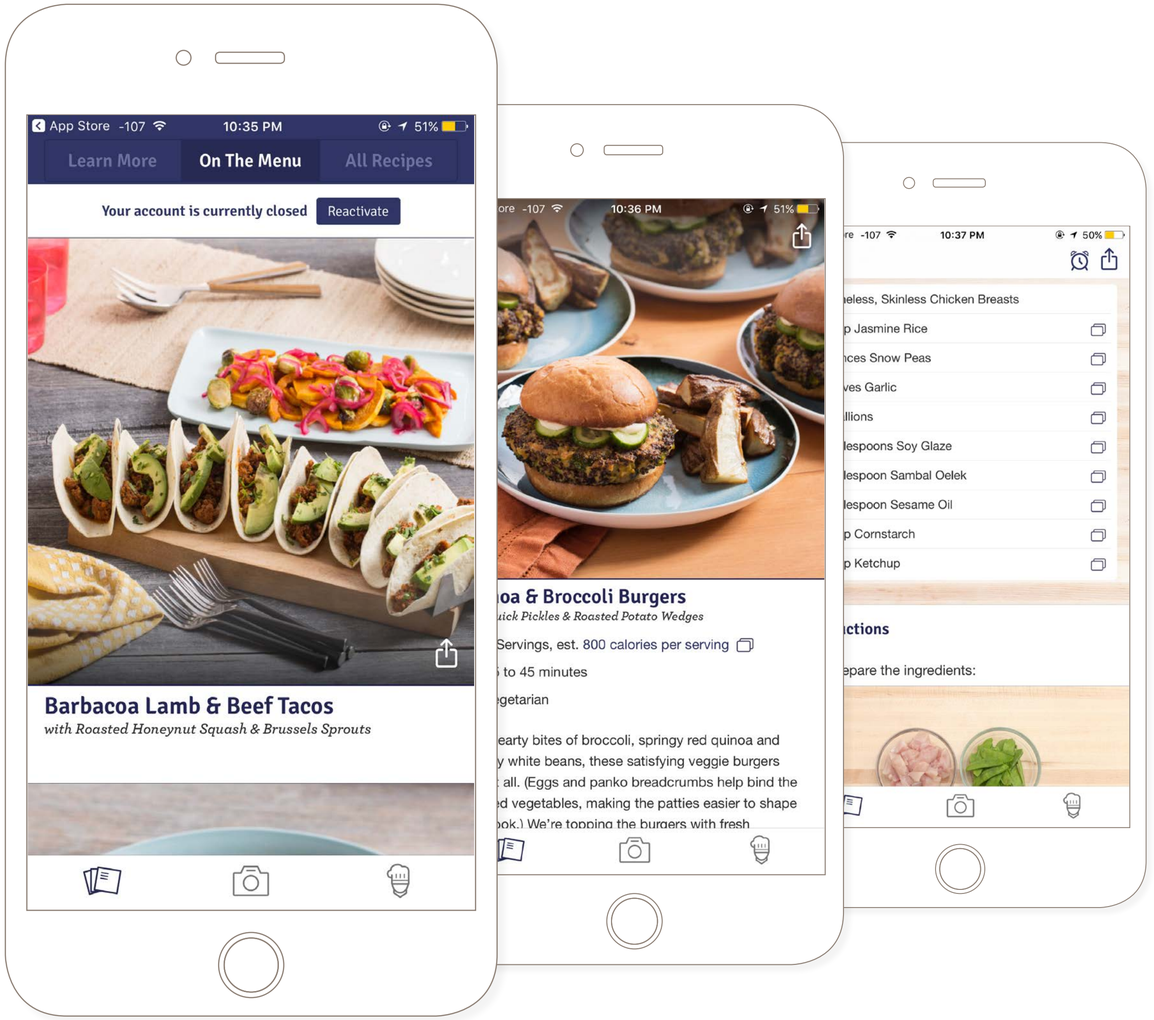
# INSPIRATIONS

## BLUE APRON

Blue Apron is a recipe app which offers 10 recipes each week that are designed to be prepared in 35 minutes. It also offers per-measured ingredient kits for these recipes which will be delivered to customer in a weekly base subscription.

**Inspiration Features**

- New recipes and cooking tips each week
- Fresh organic pre-measured ingredients kit
- Easy weekly subscription
- Customization of food choice (meat, seafood, vegetarians)
- Clean UX/UI design on screen




https://itunes.apple.com/us/app/blue-apron-fresh-ingredients/id976642810?mt=8

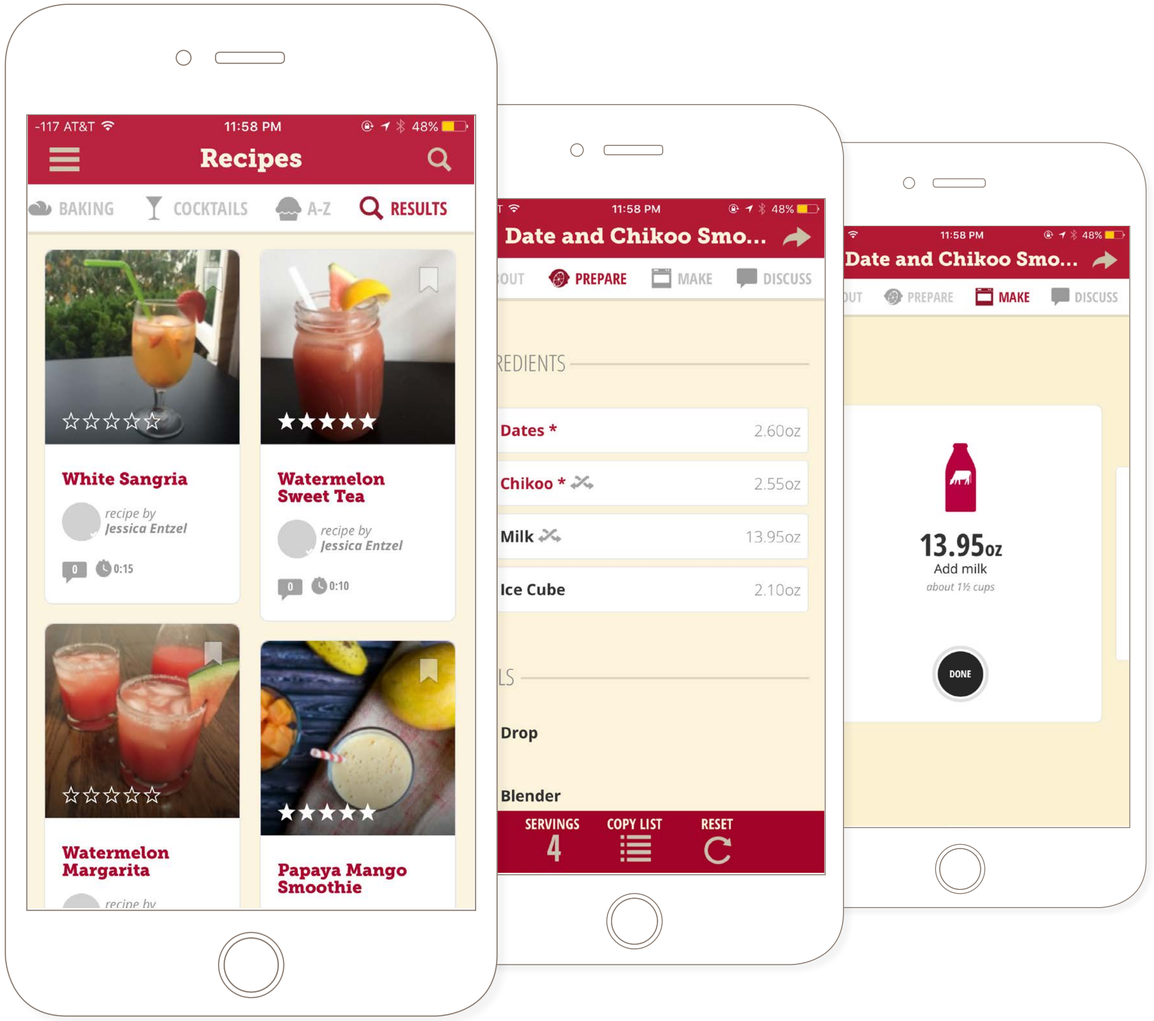
# INSPIRATIONS

## DROP RECIPE

The Drop Recipes app is an interactive recipe book app. The app is paired with the optional Drop Scale, it can help user in preparing food. It can also resize a recipe ingredients units and amounts.

**Inspiration Features**

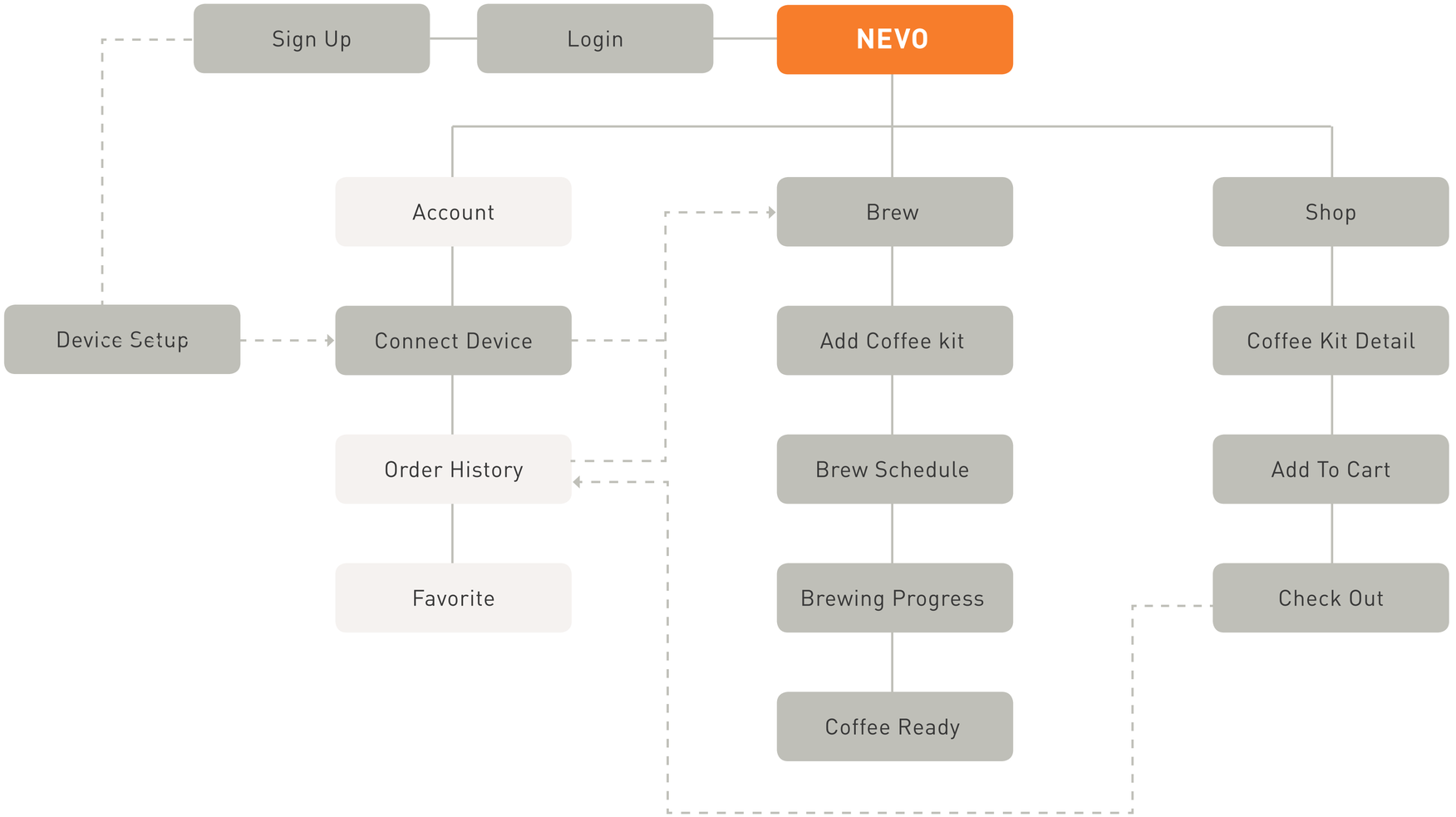
- Wireless connect with the Drop Scale
- Responsive scaling and volume visual presentation
- In-app timer
- Ensure perfect preparation and experiences.




https://itunes.apple.com/us/app/drop-recipes-cooking-baking/id930043271?mt=8

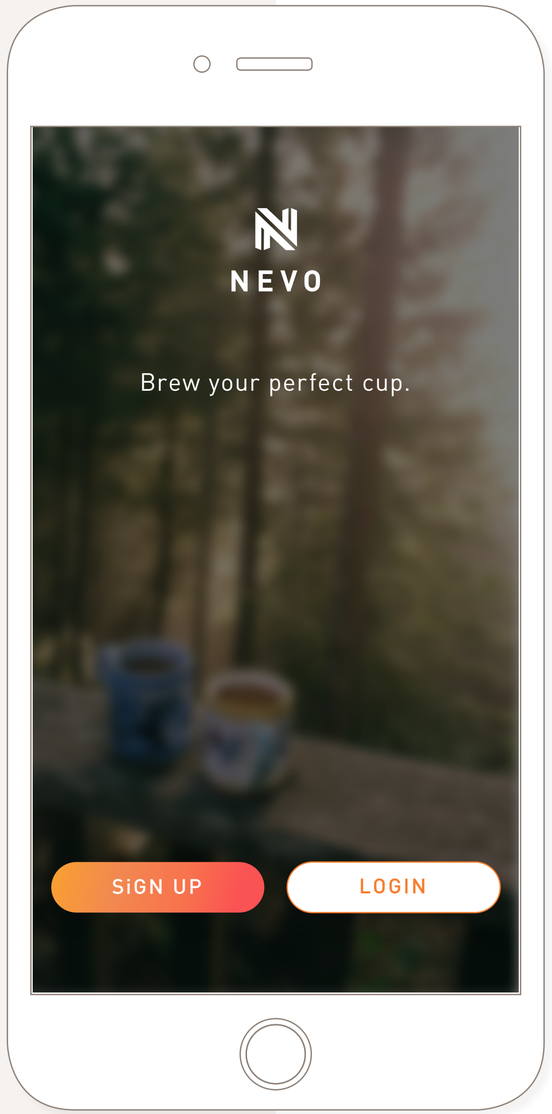
# PROOF OF CONCEPT

# INFORMATION ARCHITECTURE




Main Task Flow

# CLICKABLE PROTOTYPE




**tammieleungdesign.com/nevo/index.html**

**Desktop and laptop**

Please open the prototype in Google Chrome and follow the steps to view the prototype properly.

Chrome → Open the link → Inspect element (right click) → Click the phone button (top left) → Device: Apple Iphone 6

**Iphone**

Open the prototype with a browser and add it to the home screen.

- **User email to login:**
  kevin@gmail.com
- **User password to login:**
  password

# TASK 1

**PROOF OF CONCEPT VIDEO:** VIMEO.COM/TAMMIELEUNG/NEVOTASK1

## Kevin Stephens

As a new user, he expects it to be easy and simple to setup his Nevo machine and connect with the app. He will add his coffee kit into his brew inventory in order to start brewing.

Download Nevo App

Open Nevo App and Sign up

Follow the steps in the app to start set up

Powered on Nevo machine, click “Next” to connect

Click “Next” after connected

Select preferences and click “Save”

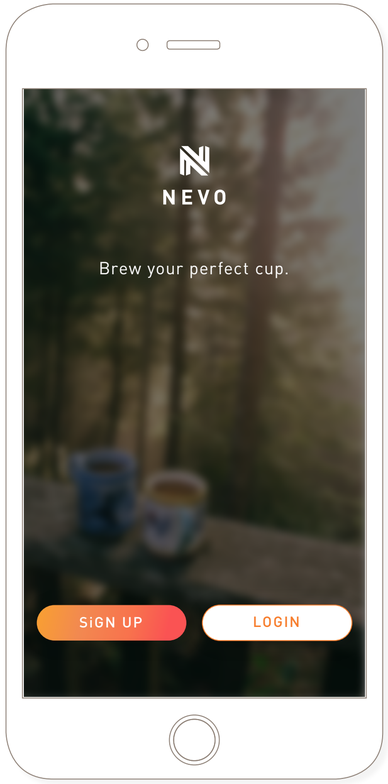
Click “Scan” button

Scan the coffee kit bar code

Coffee kit is added to his brew inventory

# PROTOTYPE 1

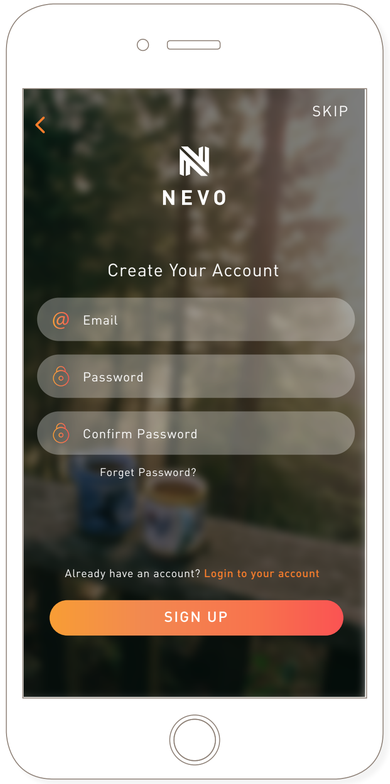
## NEW USER — CREATE ACCOUNT AND SET UP MACHINE




**1/13 Landing**

Click sign up button.

tap sign up button

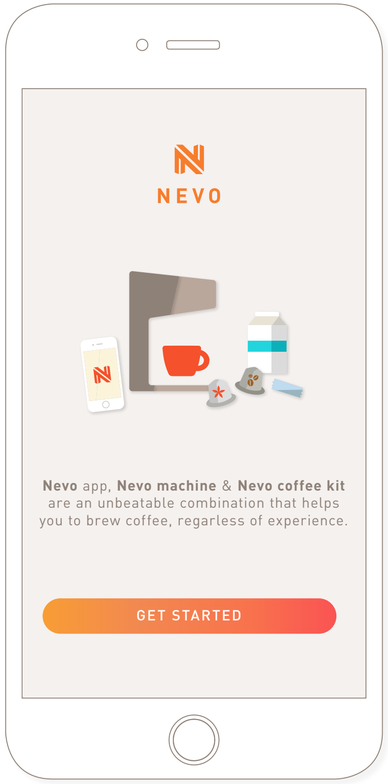



**2/13 Login**

Create account and click sign up button.

type in account info

tap sign up button

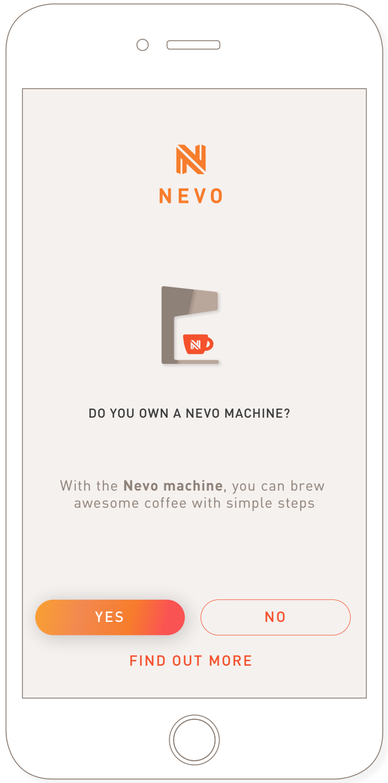



**3/13 Introduction**

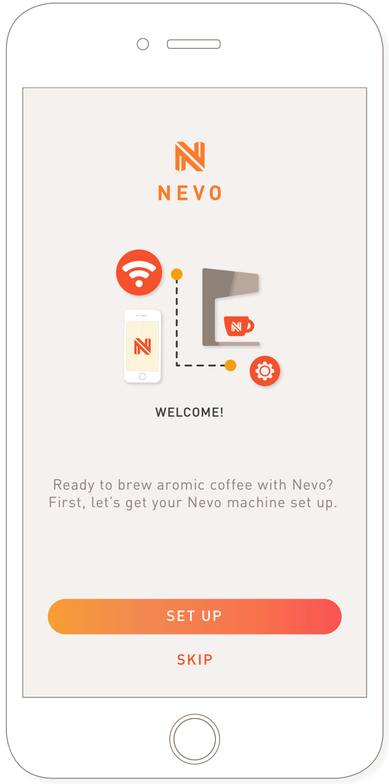
A brief introduction of Nevo and users click “get started” button.

tap get started button

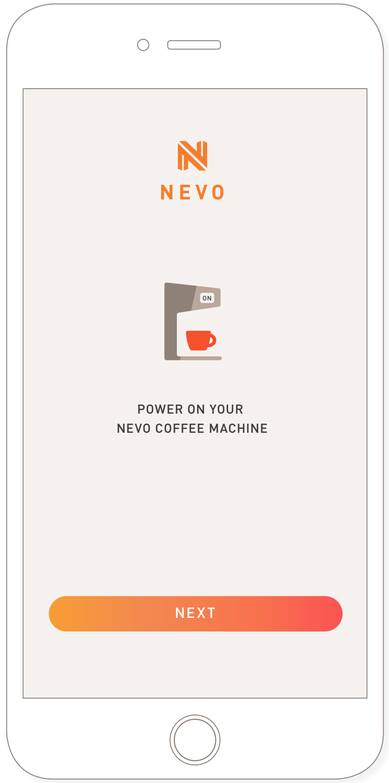
# PROTOTYPE 1




tap yes button




tap set up button




**4/13 Device**

This screen asks users if they own a Nevo coffee machine. If users click "no" it will bring them to shop for a machine. Click "yes" to go to the next step.

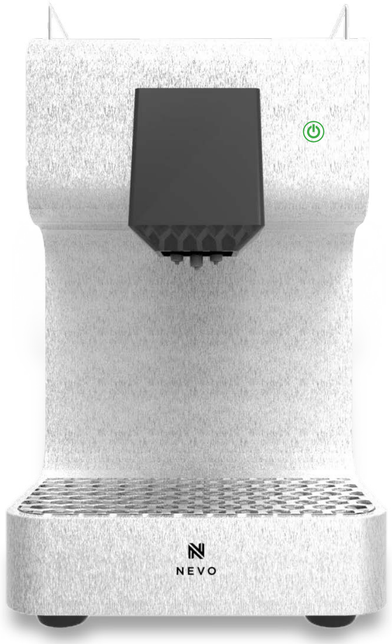
**5/13 Set up**

This screen lets users know the machine will be set up. Users click "set up" button to start.

**6/13 Power On**

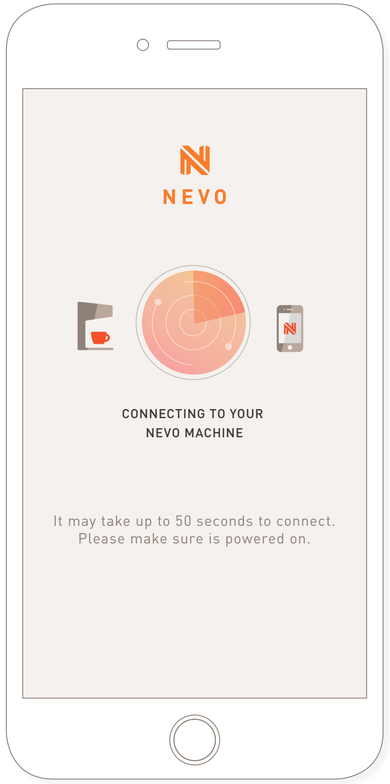
First step is to make sure user has power on the machine. After turn on the machine, users click "next".

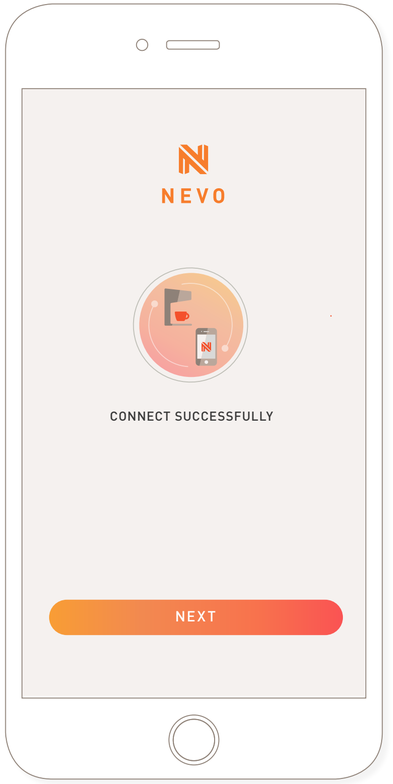
# PROTOTYPE 1




tap
power on

tap next
button




tap
next
button

**6/13 Power On**

First step is to make sure user has power on the machine. After turn on the machine, users click “next”.

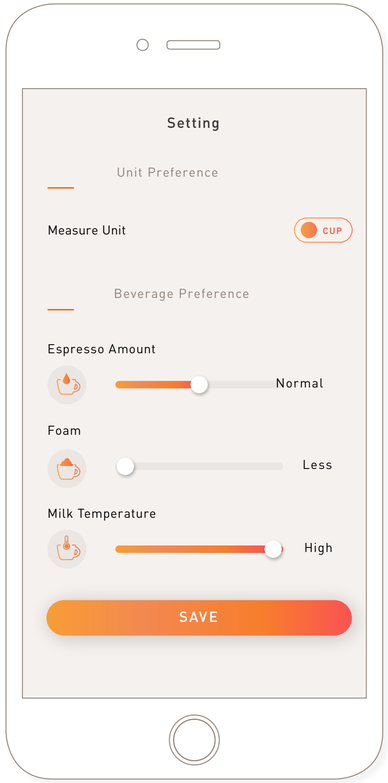
**7/13 Coffee Machine Searching**

The connection between the machine and app will start. The app shows that it is searching for the machine.

**8/13 Coffee Machine Connected**

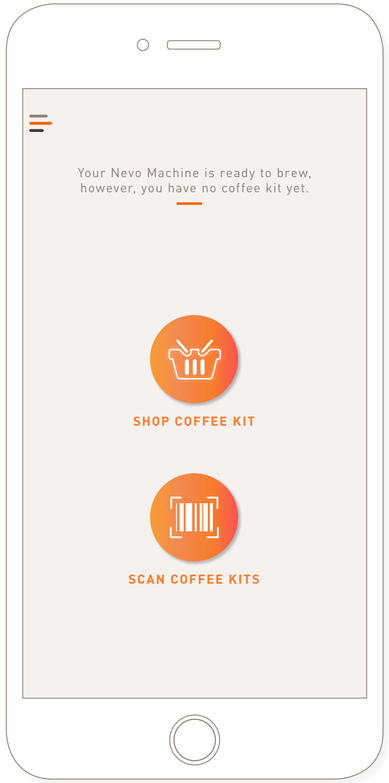
After connect successfully, it will automatically shows this screen. Users click “next”.

# PROTOTYPE 1

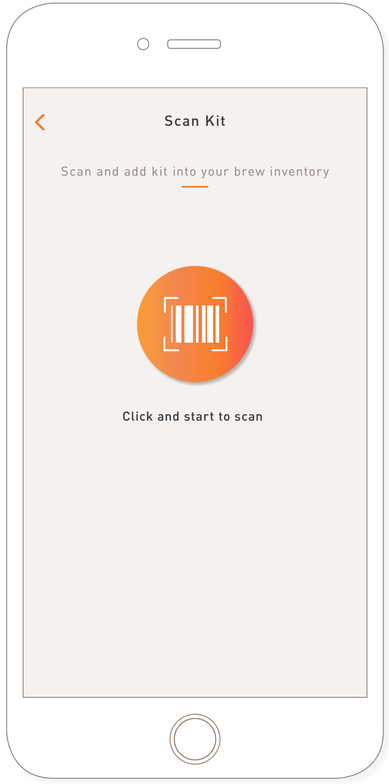



tap toggle button

swipe slider




tap scan button




tap start to scan

**9/13 Setting**

Users toggle and choose measure unit and slide the slider to choose drink preferences

**10/13 Add Coffee Kit**

It is a new account and does not has any coffee kit in it, users either shop for coffee kits or scan existing kits.

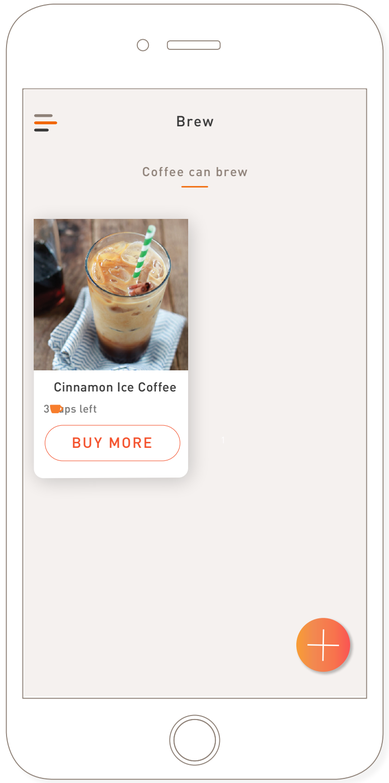
**11/13 Scan Coffee Kit**

Users click the scan button to start the scanning process.

# PROTOTYPE 1

**12/13 Scanning**

The camera of the smartphone will activate. Users scan the bar code on the coffee kit package.




**13/13 Brew**

Now, the coffee kit is in the account, and the users can click and start to brew it.

Proceed to

**Proof of Concept**

**Task 2**

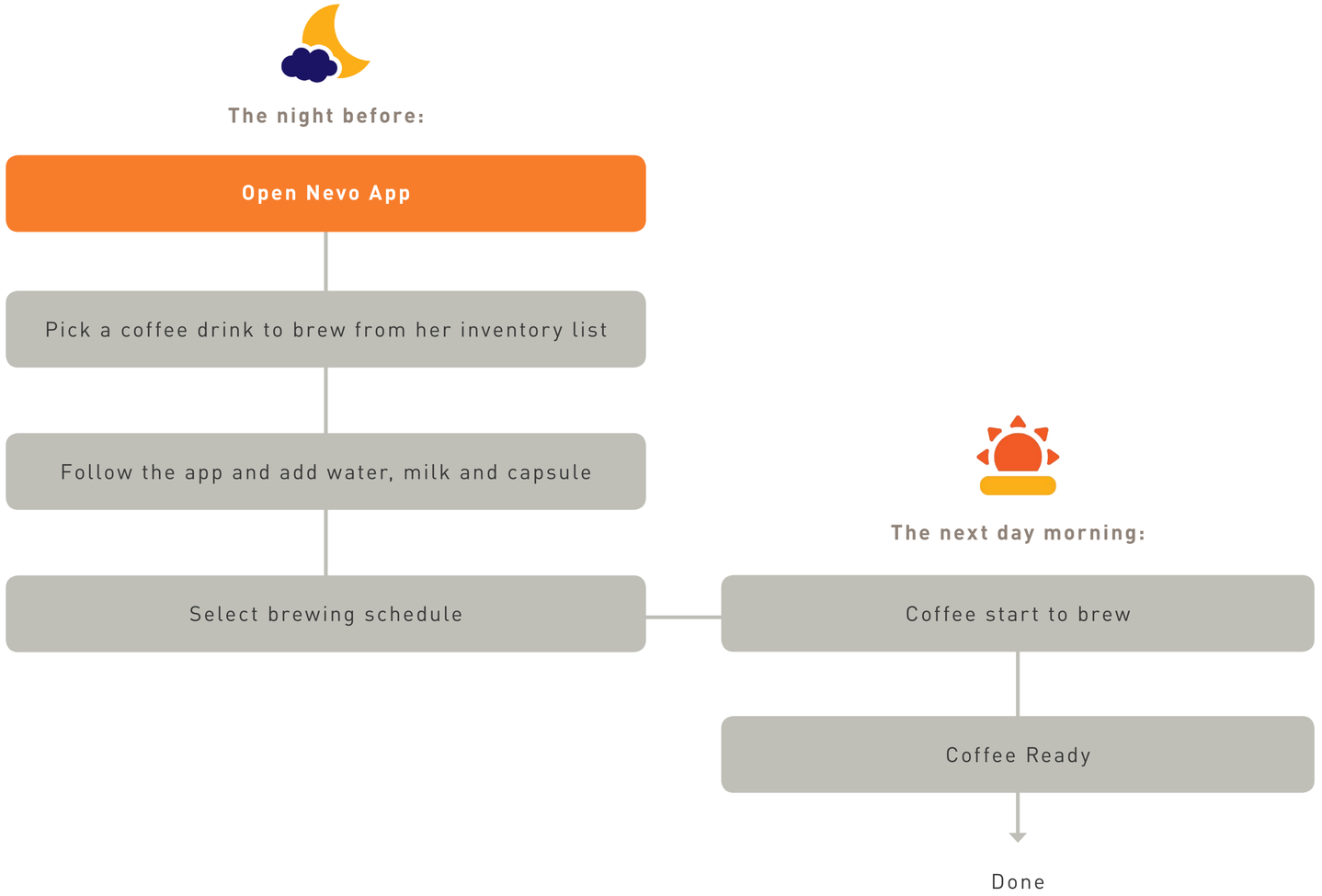
**Brew a coffee**

# TASK 2

**PROOF OF CONCEPT VIDEO:** VIMEO.COM/TAMMIELEUNG/NEVOTASK2

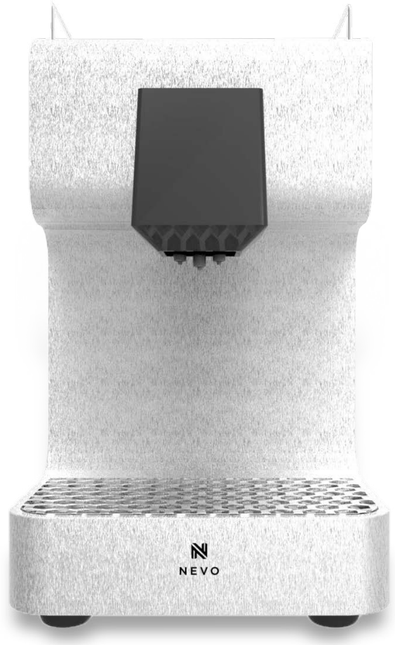
**Kevin Stephens**

He expects his Nevo coffee machine will automatically start to brew and coffee drink will be ready in time. The night before he prepares his coffee machine and set brewing schedule at 7 A.M. The next morning, his coffee drink is brewed and ready before he goes to work.



# PROTOTYPE 2

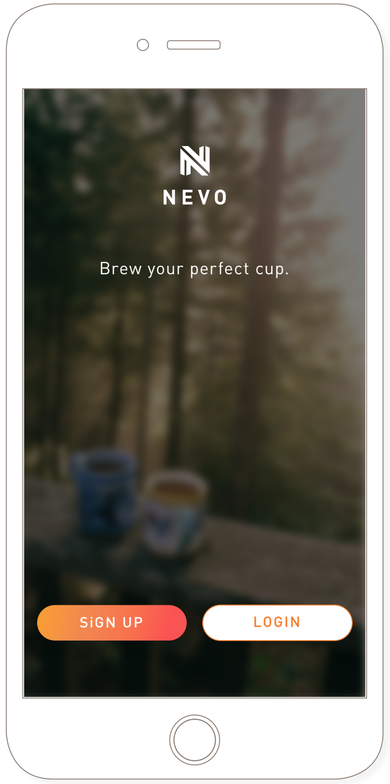
## RETURN USER — SELECT A COFFEE DRINK, AND SET IT TO BE READY AT A TIME




**1/16 Power On**
Turn on the Nevo Coffee Machine

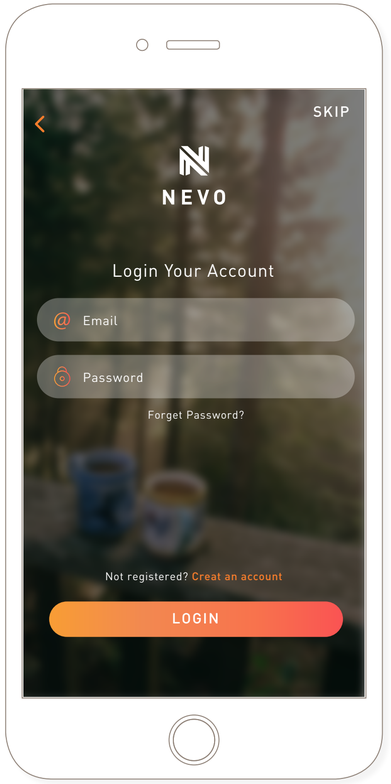
tap toggle button

swipe slider




**2/16 Landing**
Click login button.

tap login button

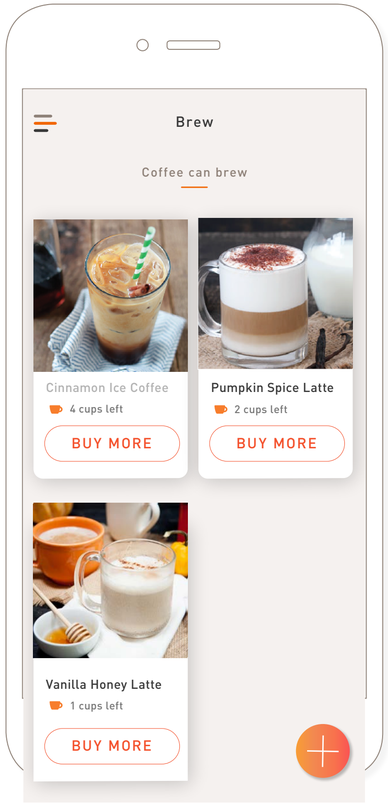



**3/16 Login**
Login with email & password.

type in account info

tap login button

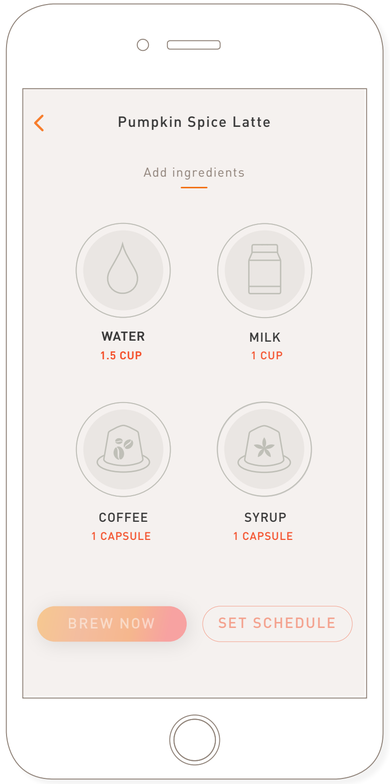
# PROTOTYPE 2




**4/16 Brew Screen (Default)**

The brew screen shows the coffee kit that you have can be brewed right now. Choose one of the coffee drinks.

tap coffee drink




**5/16 Add Ingredient Screen**

The add screen shows what is needed to add into machine for that coffee.

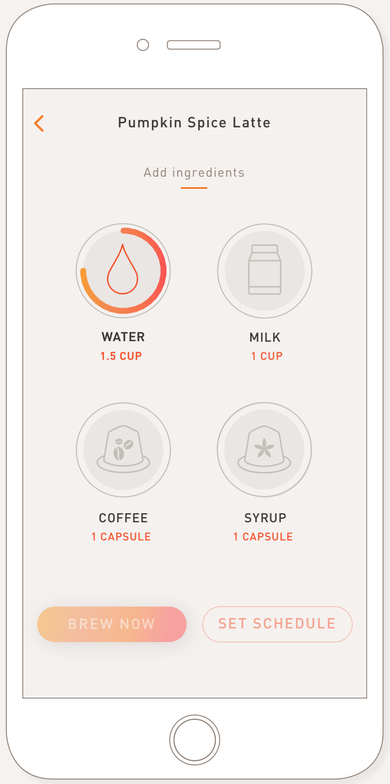
**6/16 Open water tank**

Open water compartment on the left.

# PROTOTYPE 2

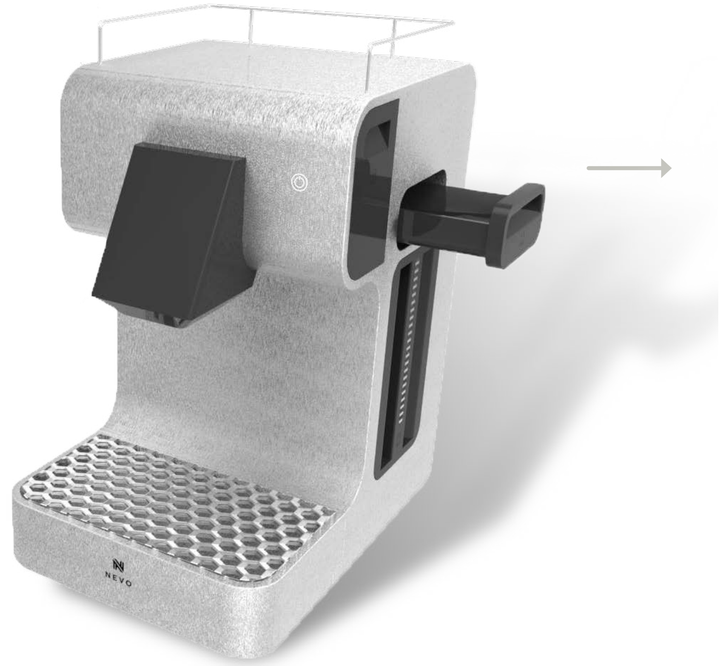
**7/16 Add Water**

Pour water into the water compartment.




**7/16 Add Ingredient**

The first ingredient is start adding, the adding progress will start to animate. Add until the progress bar is full.



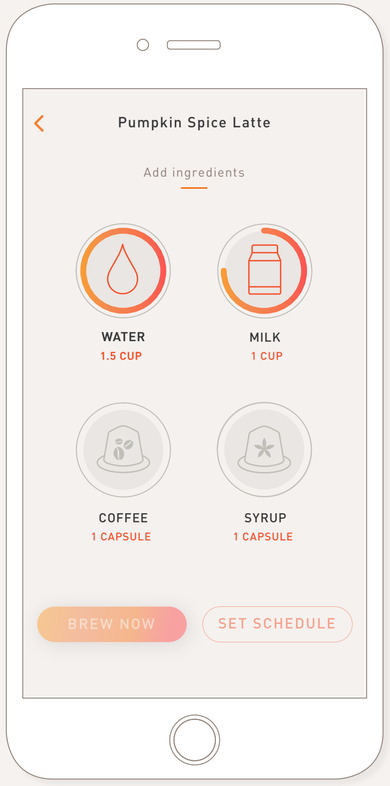
**8/16 Open Milk Tank**

Open milk compartment on the right.

# PROTOTYPE 2

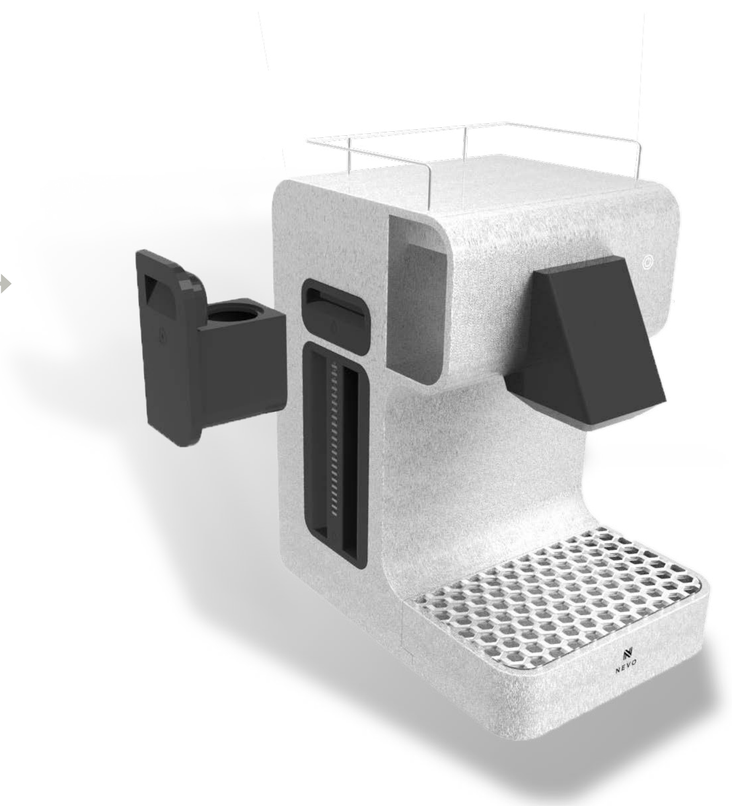
**9/16 Add Milk**

Pour milk into the milk compartment.




**9/16 Add Ingredient**

The second ingredient is start adding, the adding progress will start to animate. Add until the progress bar is full.



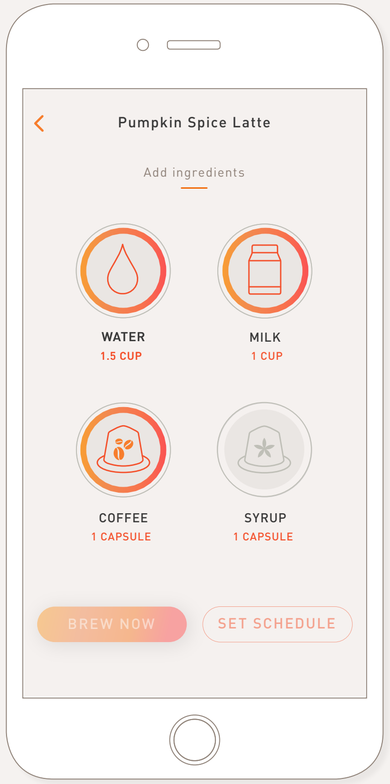
**10/16 Open Coffee Capsule Compartment**

Open capsule compartment on the left

# PROTOTYPE 2

**11/16 Add Coffee Capsule**

Insert coffee capsule




**11/16 Add Ingredient**

After the third ingredient is added, that icon will light up to indicated it has been added

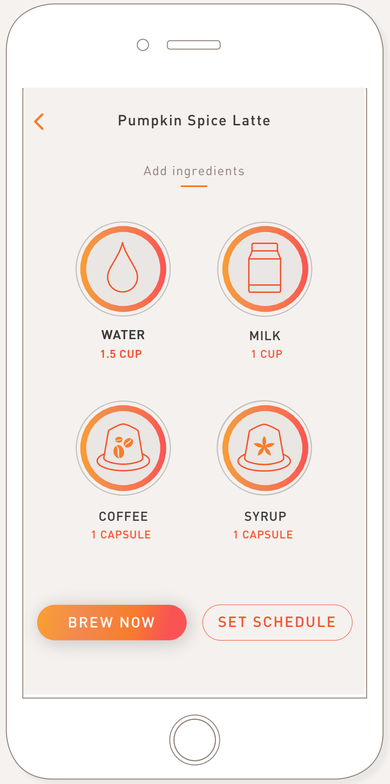
**12/16 Open Syrup Capsule Compartment**

Open syrup compartment on the right

# PROTOTYPE 2

**13/16 Add Syrup Capsule**

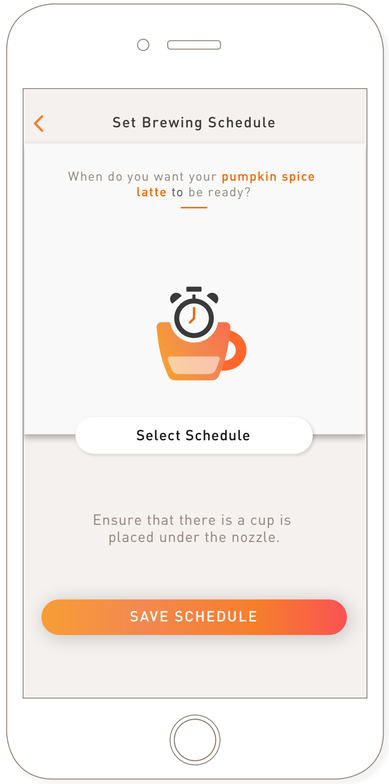
Insert syrup capsule into the syrup compartment




**13/16 Add Ingredient**

After the last ingredient is added, that icon will light up to indicated it has been added. It also activated the “brew now” and “set schedule button. User can select either one.

tap set schedule button

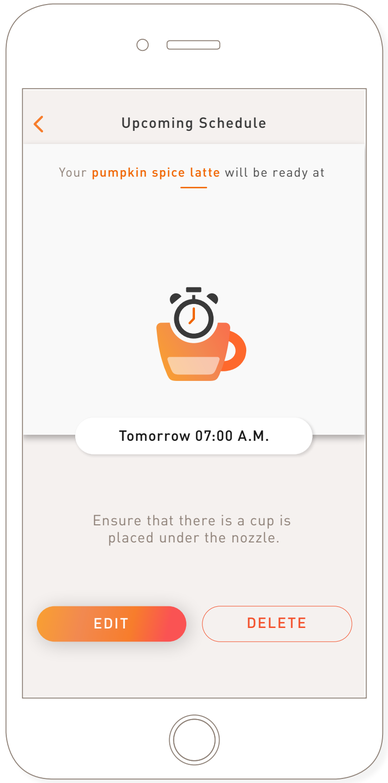



**14/16 Set Brew Schedule**

Select the date and time for your coffee drink which will be ready at in the future and click save.

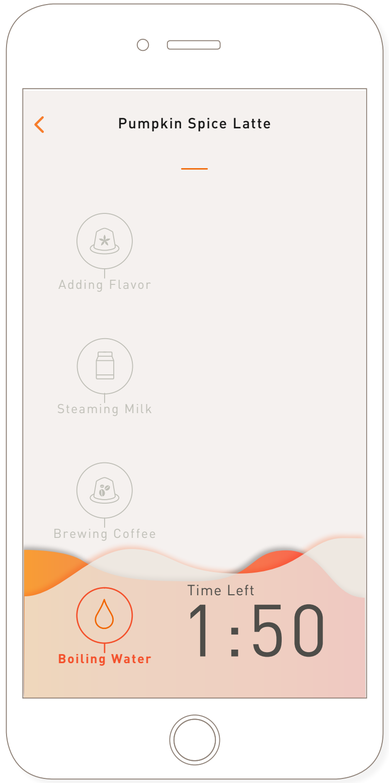
select date time

# PROTOTYPE 2




**14/16 Edit Saved Brew Schedule**

This screen shows the saved schedule. User can edit it or delete.




**15/16 Brewing**

The machine will auto start brewing before the schedule. This screen shows the brewing progress and time left.

**16/16 Finish Brewing**

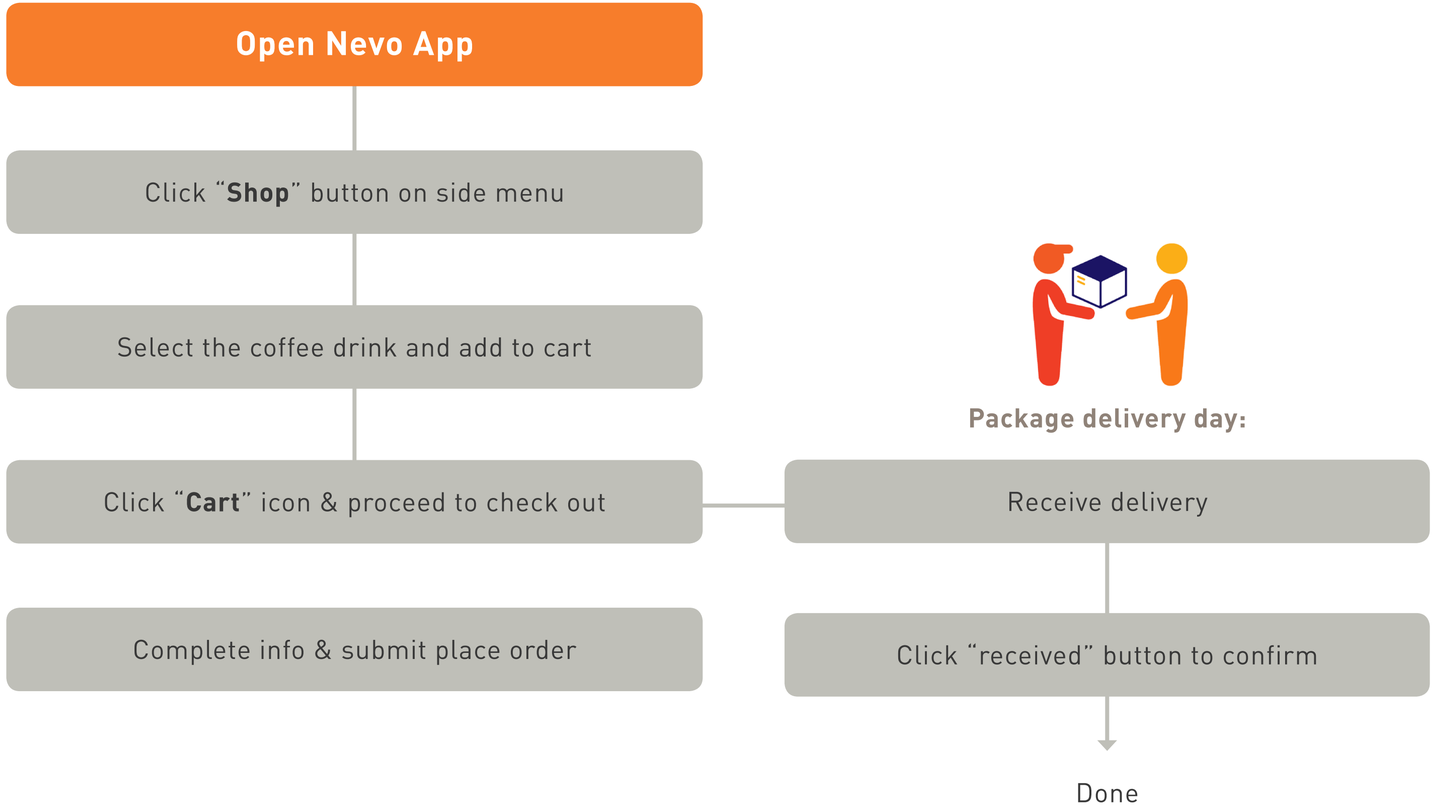
After brewing, this screen shows up. Users can click to brew another cup or save this as a favorite on the machine.

# TASK 3

**PROOF OF CONCEPT VIDEO:** VIMEO.COM/TAMMIELEUNG/NEVOTASK3

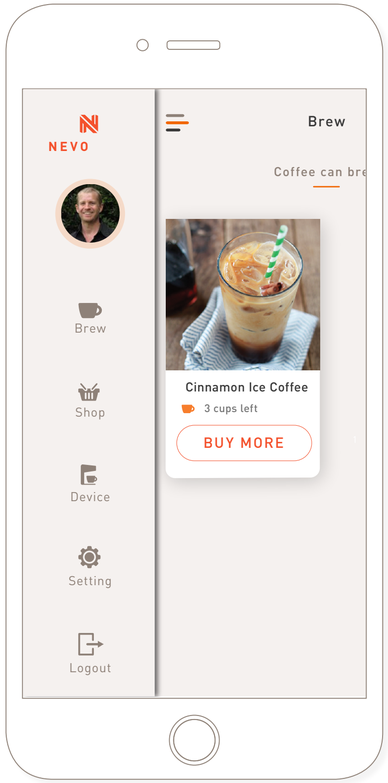
## Heather Davis

She expects simple and easy online ordering for per-measured coffee ingredient kits in the app and expects it to arrive on time. It helps her to reduce grocery shopping time and coffee preparation time and mess.



# PROTOTYPE 3

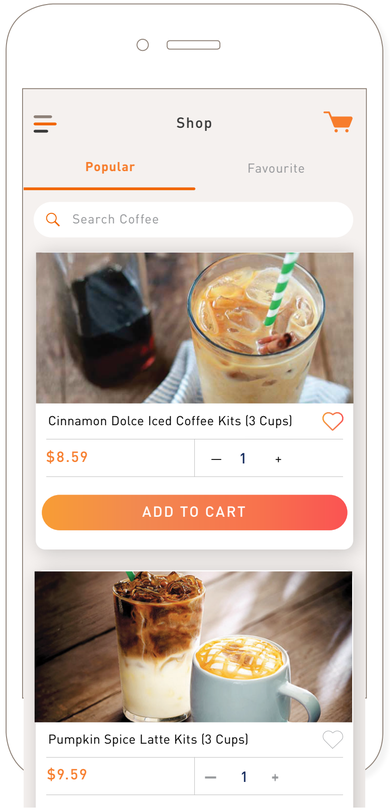
## RETURN USER — SHOP FOR PER-MEASURED COFFEE INGREDIENT KIT AND CHECK OUT




**1/10 Side Push Navigation**

Click menu icon to open the side push navigation

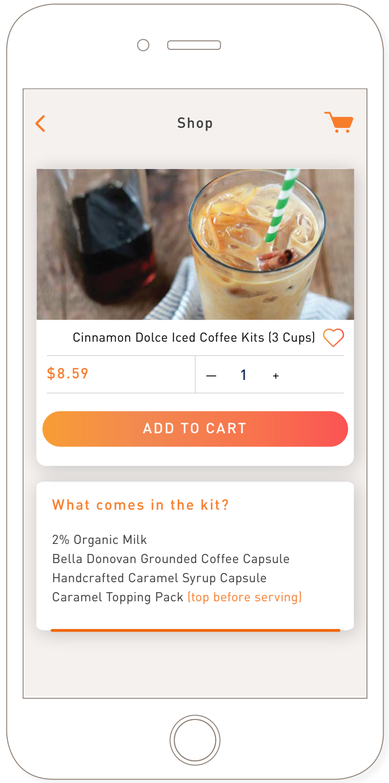
tap shop button




**2/10 Shop**

Coffee kits can be browse and purchase in this screen. User can add to favorite by clicking heart icon.

tap product image



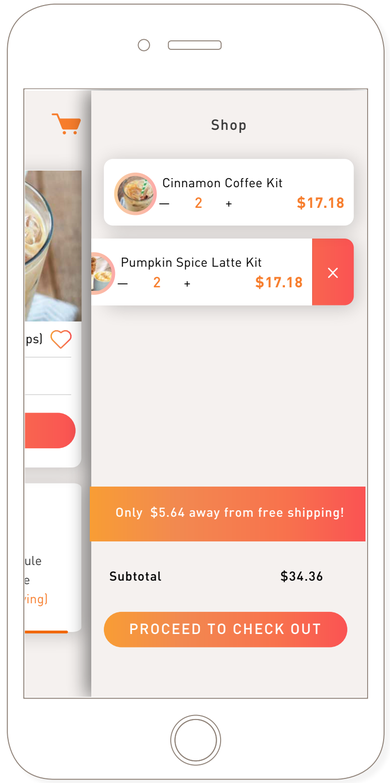

**3/10 Coffee Kit details**

The product detail page will open and shows what is included in the kit. User add items into cart.

tap quantity and add to cart button

tap cart icon

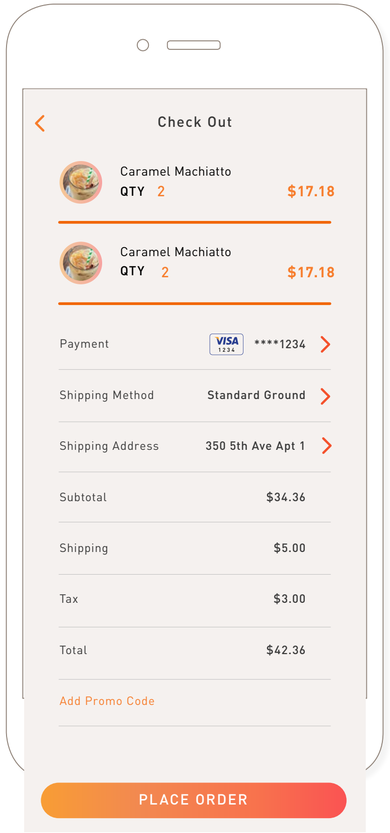
# PROTOTYPE 3




**4/10 Cart**

User click cart icon to open and view items in cart. User can edit amount or delete item. Click “proceed to check out” to continue.

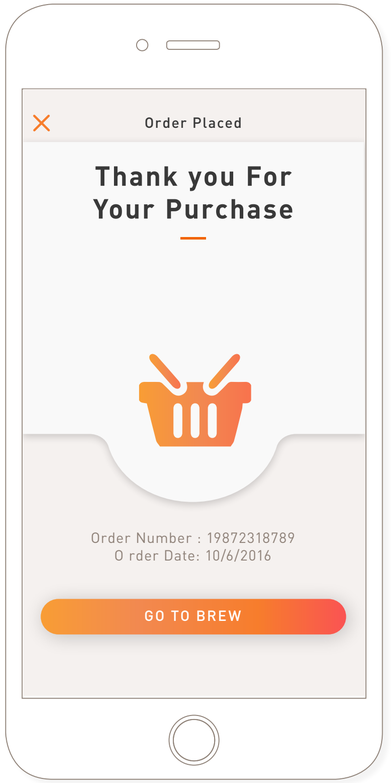
tap proceed to check out button




**5/10 Check out**

Check out detail will show. Users can edit payment and shipment info.

tap place order button

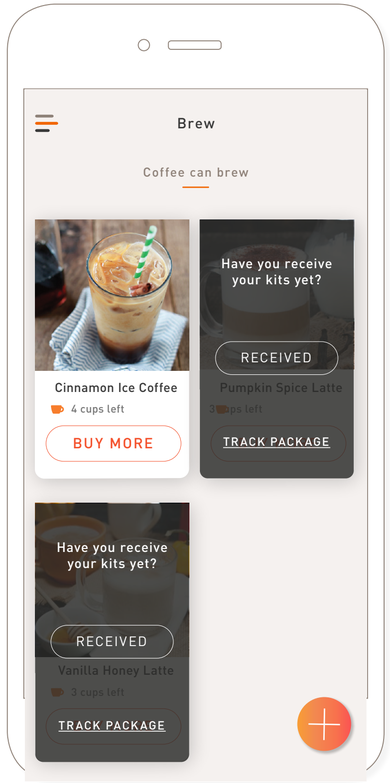



**6/10 Order Placed**

Order placement confirmation shows. It includes order date and order number.

tap go to brew button

# PROTOTYPE 3

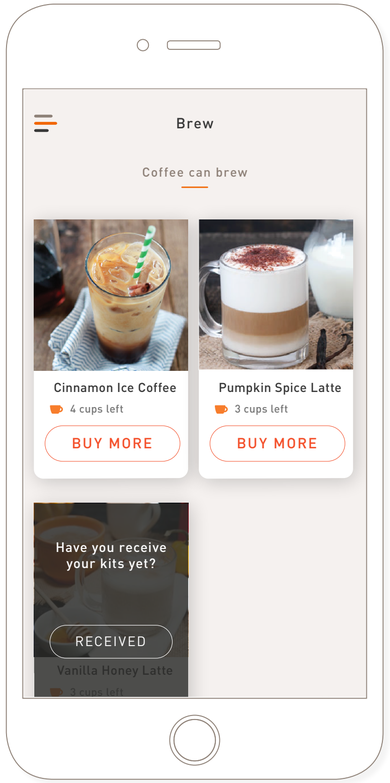



**7/10 Brew**

Now, users can see their brew inventory has added the new ordered items

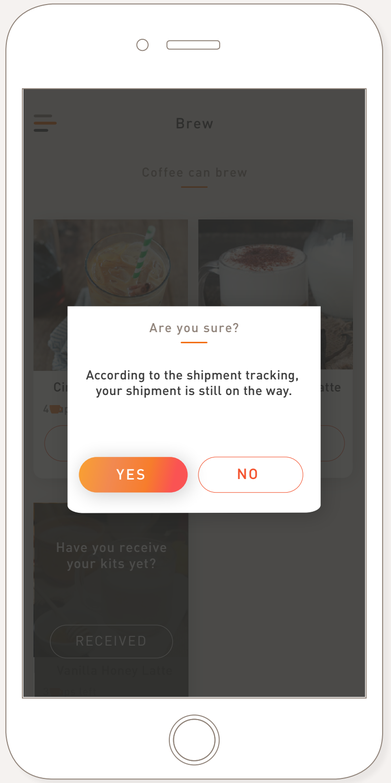
After receiving shippment

tap received button




**8/10 Confirm Receive**

After receiving the package, users click on the receive button to activate the item to brew




**Extra / If shippment has not been delivered**

If shipment is not delivered yet and users accidentally click on “receive” button, pop up alert will shows.

# UX PROCESS

# TARGET AUDIENCE

## Coffee Lovers

Our target audience is coffee lovers who likes to drink different kinds of espresso drinks everyday. Their ages are between 32 to 50 who have graduated and have a high relative income ($100,00+). These people are smart phone users and are familiar with smart apps. With their professional career, they have longer intense working hours (40+ hour/week) with more brain work, so they like coffee drinks and are likely to have caffeine in-take to start their day. With their education background and living standard, they care about quality and how to upscale their life style. They will purchase higher-cost products to elevate their lifestyle and enjoy their life.

# PERSONA 1

**This is a new smart coffee machine. It looks likes a great fit for me**

## Kevin Stephens

**Age:** 44
**Location:** San Francisco, California
**Education:** Graduate
**Occupation:** CEO of a start up company
**Income:** $200,000+
**Working hours:** 40 or more / week
**Status:** Married
**Children:** 1 kids (5 years old)
**Coffee habit:**

- Drinks different espresso drinks every day.
- Enjoys having a higher value cup of coffee.
- Prefers brewing his own coffee

**Lifestyle:**

- Busy with meetings and works
- Take care of his daughter
- Care about life style
- Open-minded with new technology products

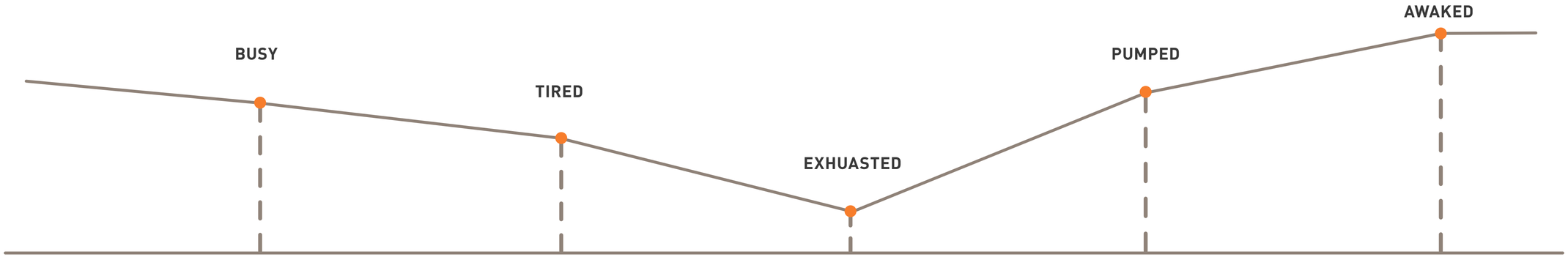
**Needs & Goals:**

- Simple set up
- Easy connection
- Less brewing skills
- Perfect taste and experiences
- Brewing Schedule

Kevin is a C.E.O. of a startup company. He has a busy life everyday with client meetings. Although he has a busy life, he enjoys his leisure time with high quality standard. He likes to explore new innovatively designed products. He occasionally drinks coffee and recently would love to add a new gadget to his smart kitchen collection.

He purchases his first Nevo. The Nevo coffee machine comes with a coffee kit. He wants to set up his Nevo machine and tries to brew his first cup of Nevo coffee.

# JOURNEY MAP 1




| PHRASE | WORK | MEETINGS | BREAKS | COFFEE TIME | CONTINUE MEETINGS |
|---|---|---|---|---|---|
| SCENARIO | • Working<br>• Meetings<br>• Consultings | • More meetings coming up<br>• Phones call incoming<br>• Reading proposals | • Break time<br>• Buy a cup of coffee<br>• Lineup for purchase | • Grab a coffee<br>• Enjoy the coffee intake<br>• Drinking coffee | • Continue with meetings<br>• Have more phone calls<br>• Reading porposals |
| THOUGHTS | • “What did the clients said?”<br>• “The clinets need...”<br>• “When is my next meetins?” | • “When will the meeting end?”<br>• “Do clients like it?”<br>• “When will this meeting end?” | • “I need a strong coffee”<br>• “Need to refresh”<br>• “I feel so tired” | • “I wish I can have this earlier”<br>• “Feeling better now”<br>• “Will be better in a while” | • “I am now awake...”<br>• “I will have more meetings”<br>• “May have to work till night...” |
| FEELINGS | • Feel so busy<br>• Lots of meeting coming up<br>• Feedback about projects | • Feel tired<br>• Want some rest<br>• Need a coffee | • Feel almost exhuasted<br>• Feel sleepy<br>• Wish the line is faster | • Feel a bit awake<br>• Feel to have a better afternoon<br>• Feel better | • Feel energetic<br>• Feel awake<br>• Feel pumped |

# PERSONA 2

## Heather Davis

**Age:** 38
**Location:** San Francisco, California
**Education:** Graduate
**Occupation:** bookkeeper
**Income:** $70,000+
**Working hours:** 40 or more / week
**Status:** Married,
**Children:** 2 kids (7 & 4 years old)
**Coffee habit:**

- Drinks a cup of coffee every morning
- Likes to drink coffee every morning
- Likes trying different espresso drinks

**Lifestyle:**

- Busy with work and taking care of family
- High-tech products user
- Time management intensive
- Frequent online shopping habit

**Needs & Goals:**

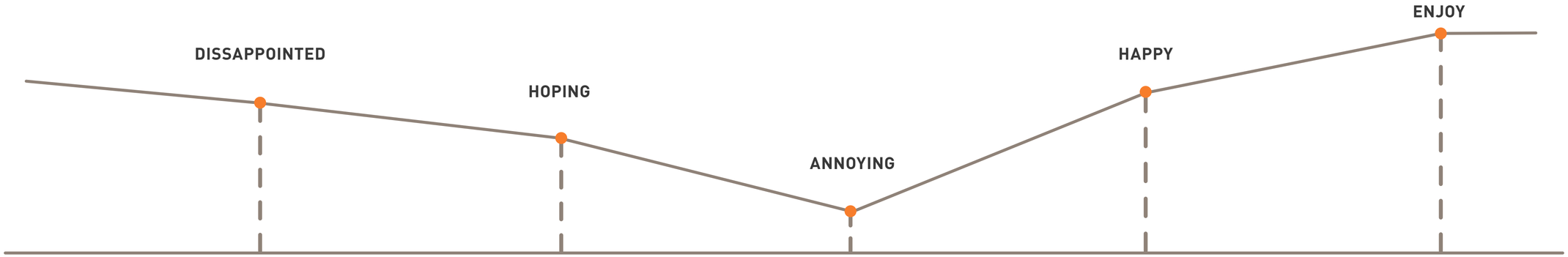
- More choices of coffee beverage
- Simple control, perfect tasting
- Reduce grocery shoppings
- Reduce preparation
- Brewing schedule option

> **Enjoying my life with a cup of joe in a regular base without making a mess**

Heather is a bookkeeper. She enjoys her life by using technology products and having a higher quality standard. She likes to brew her coffee drinks everyday. However, it takes so much grocery time to find matching ingredients for each recipe. Nevo online shop for pre-measured ingredients kit can help her to solve her needs.

Heathers wants to use the Nevo App to easily places an order for coffee ingredient kit which are already per-measured. This helps her to reduce grocery shopping time and avoid preparation waste.

# JOURNEY MAP 2




| PHRASE | RUN OUT OF INGREDIENTS | GROCERY SHOP | GO TO DIFFERENT STORES | FIND NEEDED INGREDNETS | BACK HOME AND BREW |
|---|---|---|---|---|---|
| SCENARIO | • Want to brew coffee<br>• Run out of an ingredients<br>• Cannot brew | • Drive to grocery store<br>• Looking for ingredients<br>• Walking around in store | • Try to go to another store<br>• Hope to find the ingredients<br>• Walking around in store | • Find the item<br>• Grab it and go to cashier<br>• Happily leaving | • Back home<br>• Start to brew<br>• Enjoy coffee drinks |
| THOUGHTS | • “Should have buy it earlier”<br>• “Now I cannot brew my drinks” drinks...” | • “Do they have that ingredient?”<br>• “Which asiel can I find it?”<br>• “Do they have substitude item?” | • “Will this store has it?”<br>• “Wish they have it”<br>• “I dont want to go another store” | • “Thanks god I find it”<br>• “So I dont have to go to another store now” | • “Now i can brew it...”<br>• “It smells good”<br>• “Clean up after...” |
| FEELINGS | • Feel so dissappointed<br>• Feel stupid<br>• Feel upset | • Hoping to find it easily<br>• Feel unhappy<br>• Feel dissappointed | • Feel annoying<br>• Hope to find it<br>• Feel numb | • Feel happy<br>• Want to go home and brew the coffee drinks | • Feel enjoyable and engetic<br>• Want to rest and taste it<br>• Greatful and happy |

# TESTING PLAN

## PRODUCT UNDER TEST

- At first (1st—3rd GDS classes), using low-fidelity prototype to test.
- After more feedback and refinements (4tht—6th GDS classes), clickable prototype was used to test for actual functionality and design.

## TEST GOAL

- To understand more different users needs and getting more feedbacks on thoughts and design.
- Results, comments and feed backs are used to refine the UXUI design.

## PARTICIPANTS

- Users who likes to drink coffees and are willing to brew coffee at home.
- Users who will purchase brewing equipments and better quality ingredients.
- Users who want to be engaged in brewing experience and enjoy coffee drinks.

## TEST TASK

Test for new users and return users task.

- Return user—prepare and brew coffee
- New user—easy connect and set up for the Nevo coffee machine
- Return user/New user—shopping for coffee ingredients kits.

# TESTING PROCESS

| Phase | Time | Participants | Testing Type |
|---|---|---|---|
| **Narrow Down the Market** | September 2015 | 1 sales in  coffee boutique | Brain Storming |
| **Interview with Coffee Lovers & Brewing Device Customers** | September 2015 | 3 students & 3 professional adults | Interview |
| **Card Sorting** | September 2015 | 3 students | Interview |
| **Low-Fidelity Prototype (Round 1)** | October 2015 | 3 students | Invision Prototype |
| **Low-Fidelity Prototype (Round 2)** | November 2015 | 1 students & 2 professional adults | Invision Prototype |
| **High-Fidelity Prototype (Round 1)** | November 2015 | 4 designers & 4 professional adults | Invision Prototype |
| **High-Fidelity Prototype (Round 2)** | May 2016 | 2 professional adults | Invision Prototype & Invision Prototype |
| **High-Fidelity Prototype (Round 3)** | September 2016 | 2 professional adults | Clickable Prototype |
| **High-Fidelity Prototype (Round 4)** | November 2016 | 3 professional adults | Clickable Prototype |

# CARD SORTING

| | | |
|---|---|---|
| Espresso Drinks | Coffee Lovers | Brewing Equipment |
| Pre-measured Ingredients Kit | Online Shopping | Brew Schedule |
| Smart Device | Automatic Start | In-advance Preparation |

## 1ST ROUND KEYWORDS

I narrowed down the market existing products and target audiences' needs

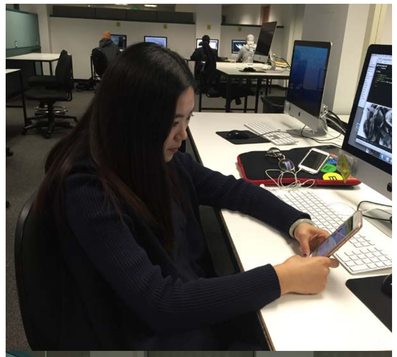
## 2ND ROUND KEYWORDS

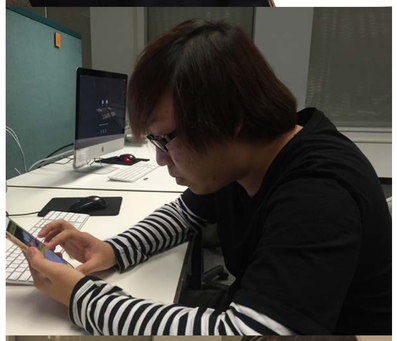
I narrowed down the target audiences and their needs with suitable background that can and will afford to engage with the Nevo system. The Nevo system is designed to help them to brew espresso drinks which require lower brewing skills but still have a great brewing/ coffee experiences.

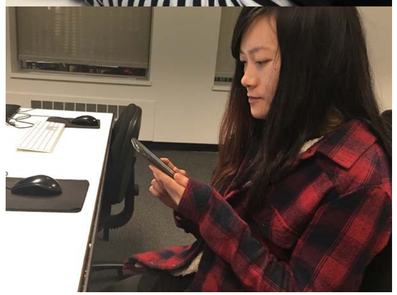
## 3RD ROUND KEYWORDS

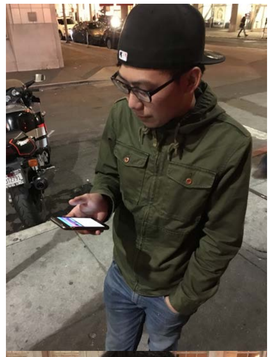
I narrowed down the target audiences and their needs with suitable background that can and will afford to engage with the Nevo system. The Nevo system is designed to help them to brew espresso drinks which require lower brewing skills but still have a great brewing/ coffee experiences.

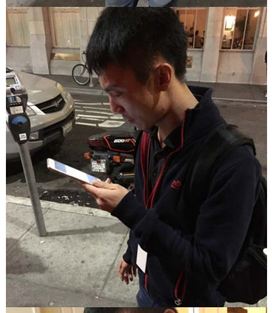
# TEST PARTICIPANTS

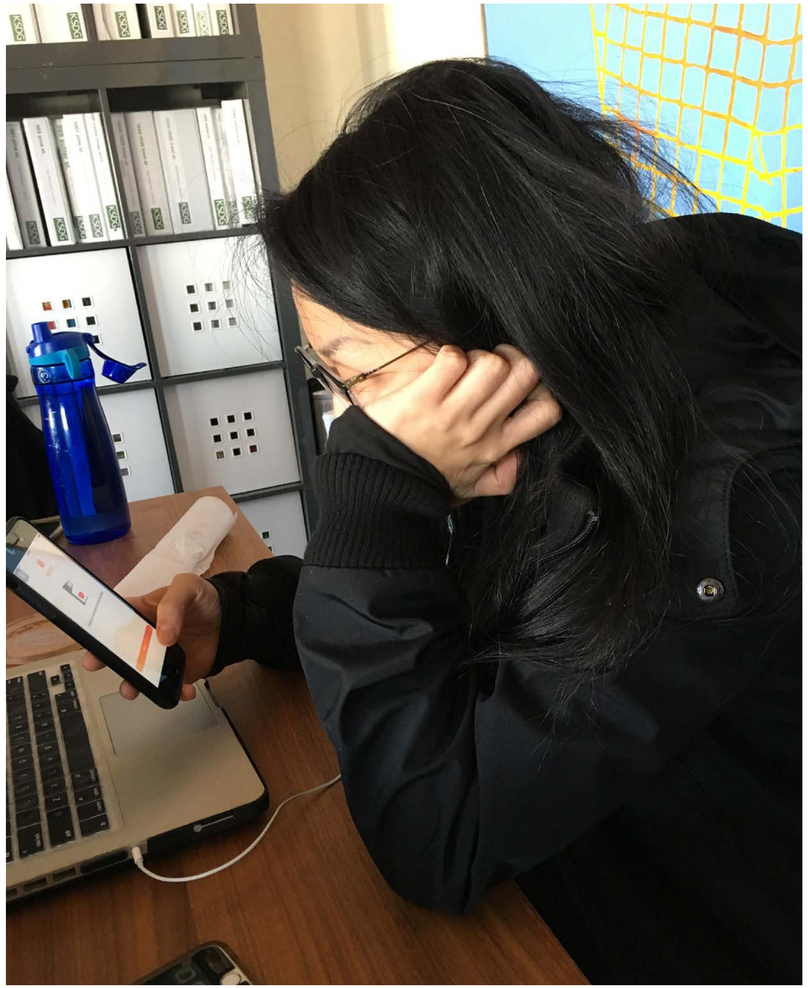




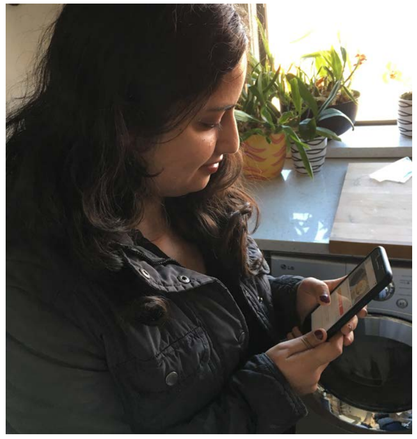


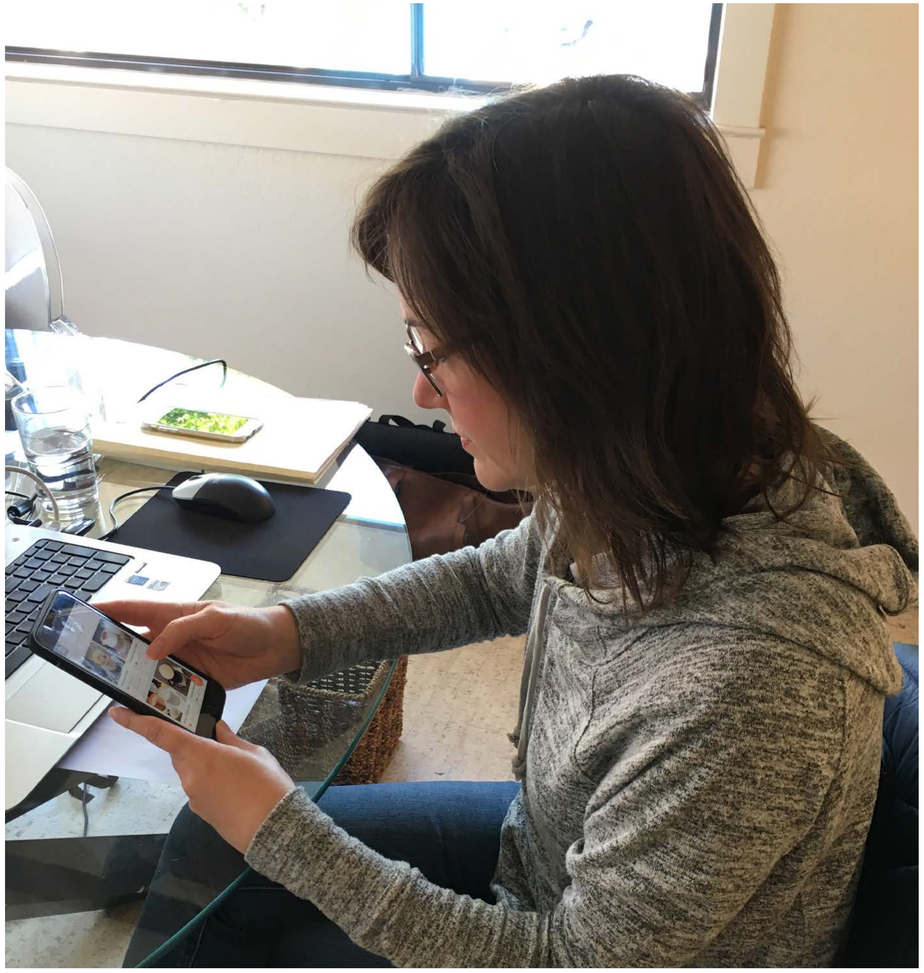






# TEST PARTICIPANTS





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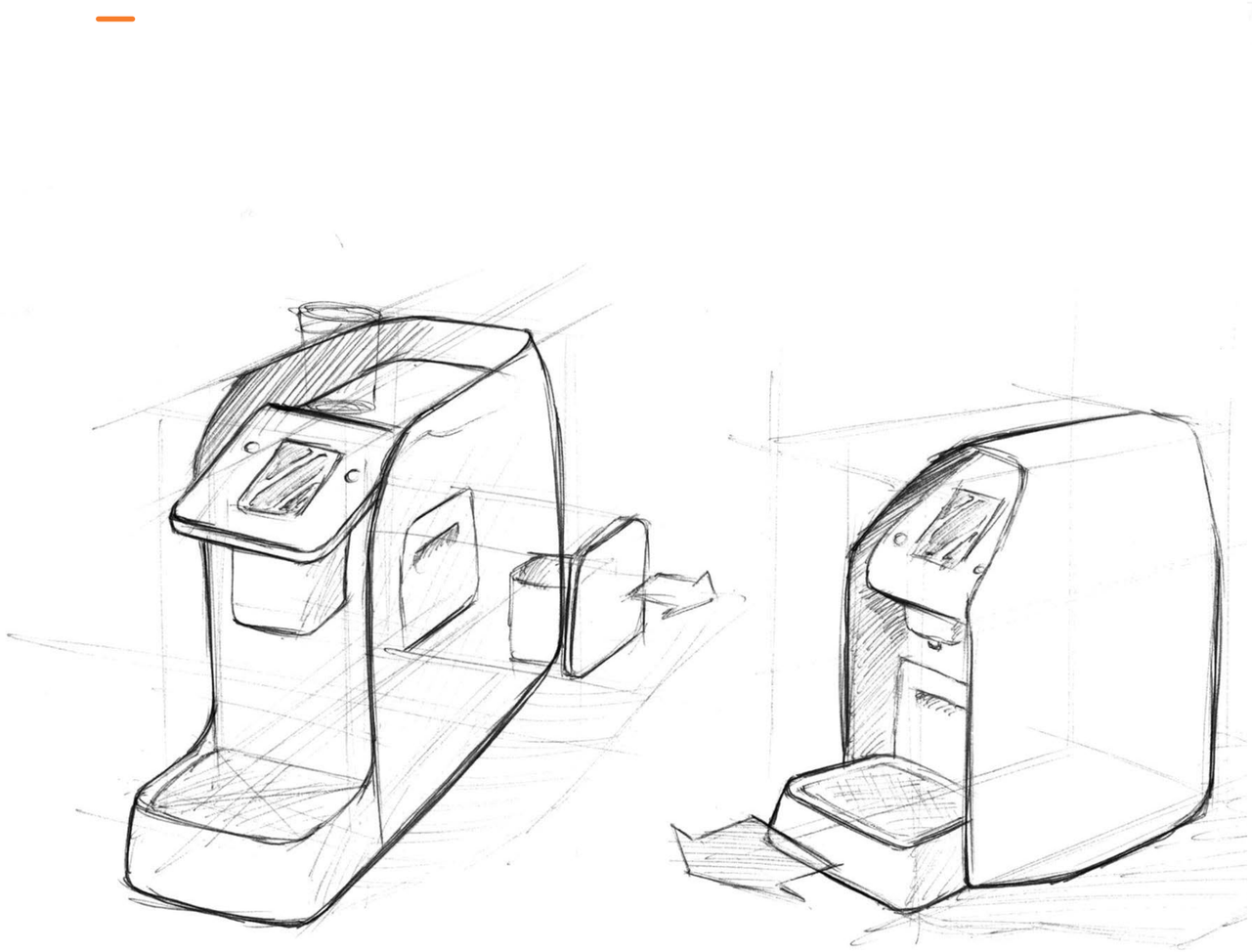

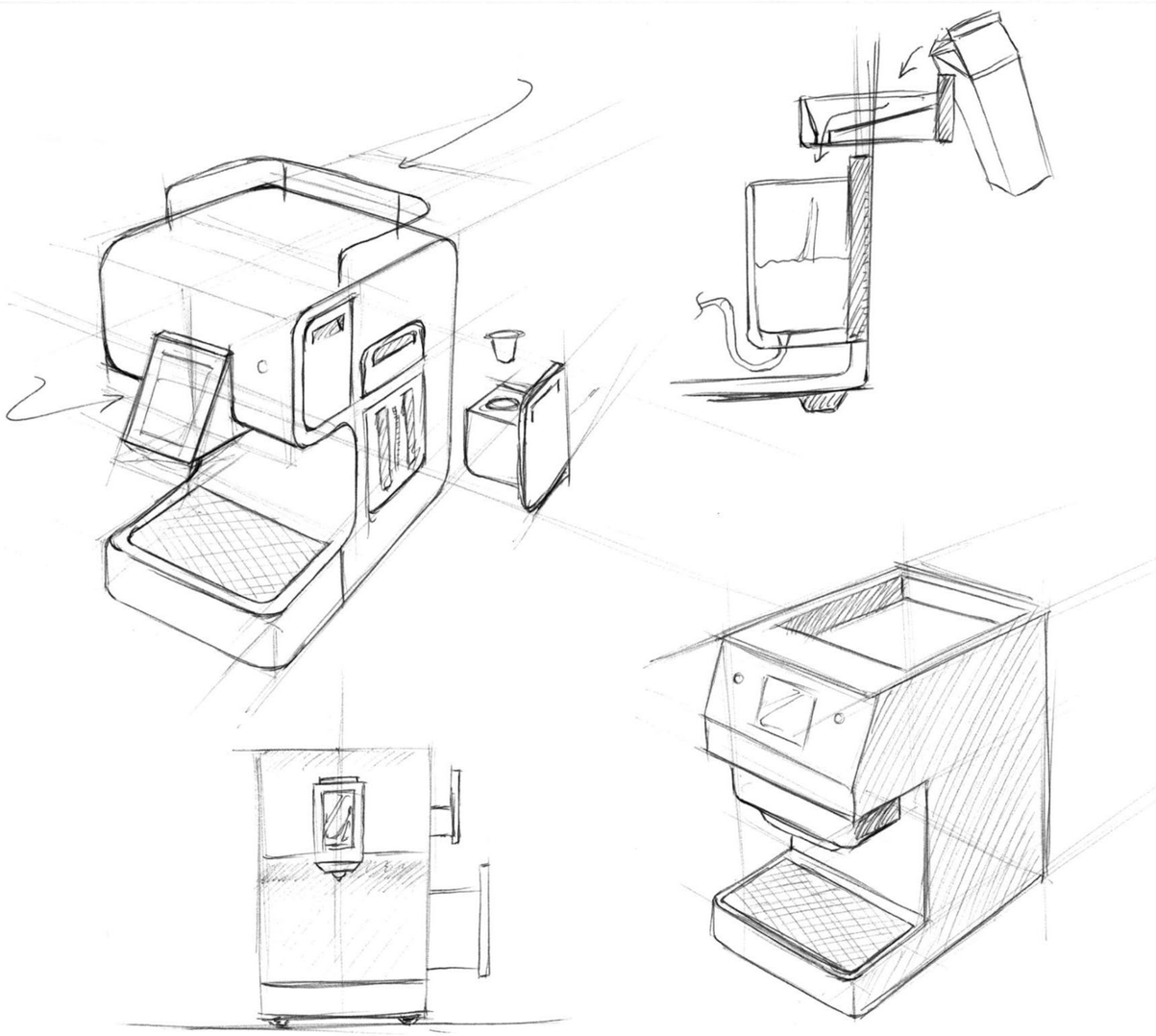

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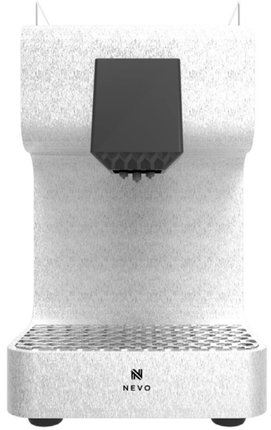

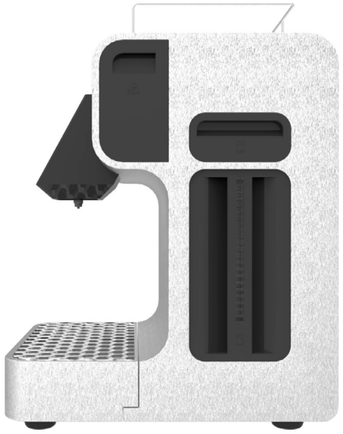

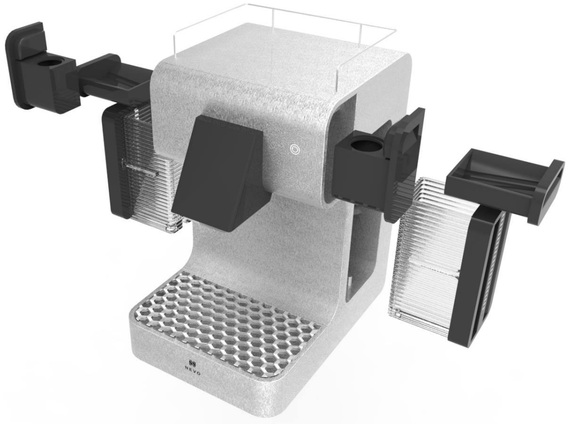

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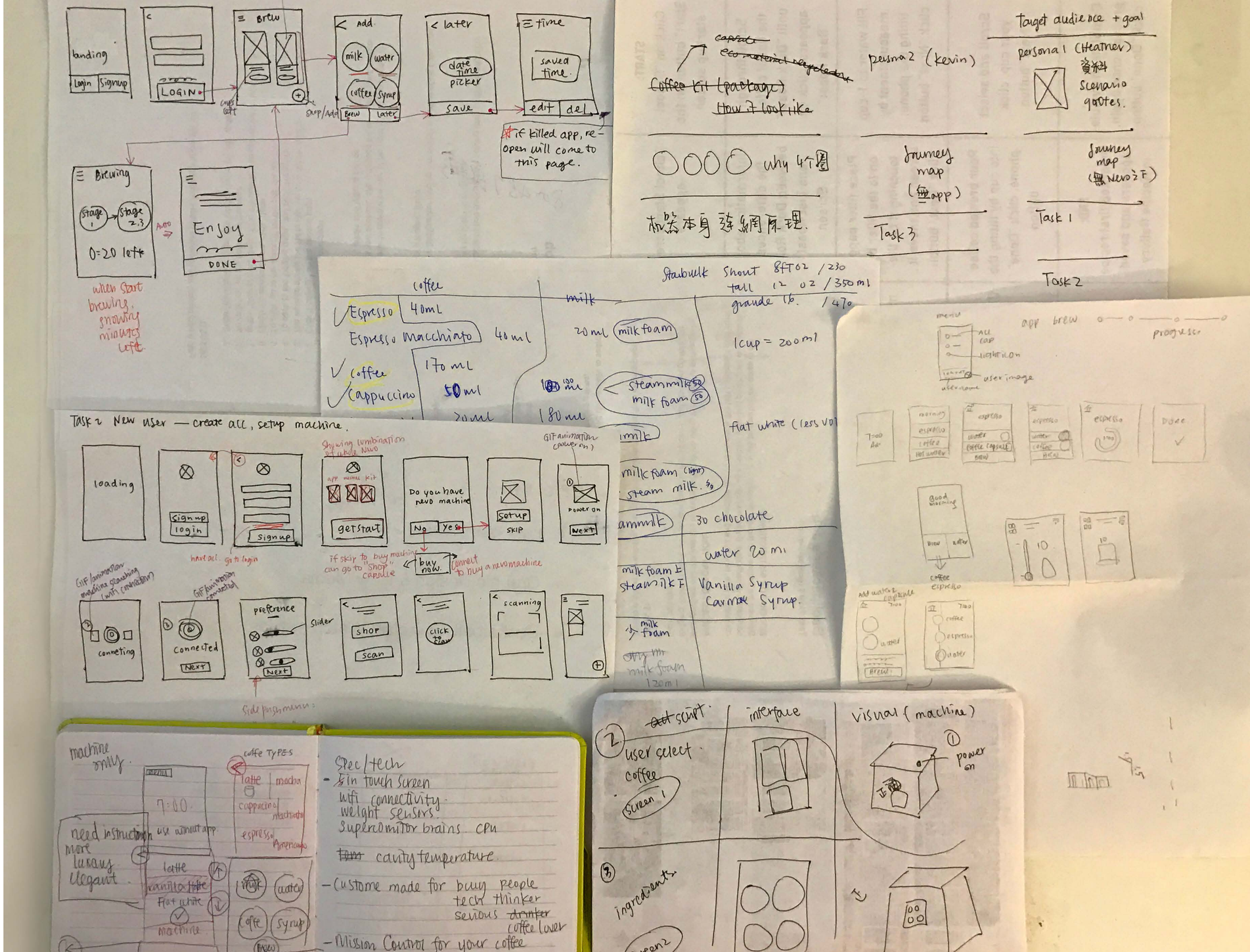

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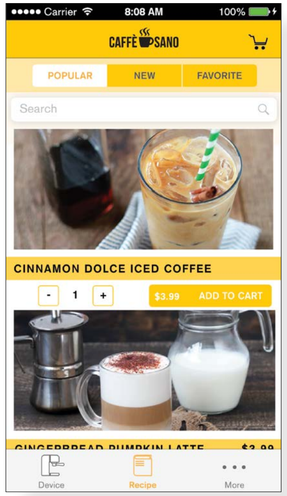
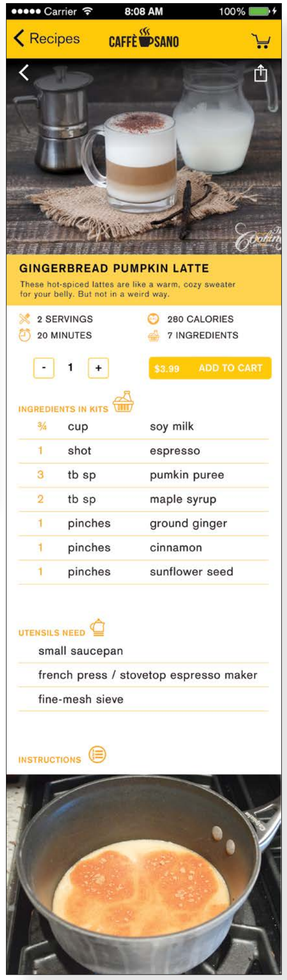
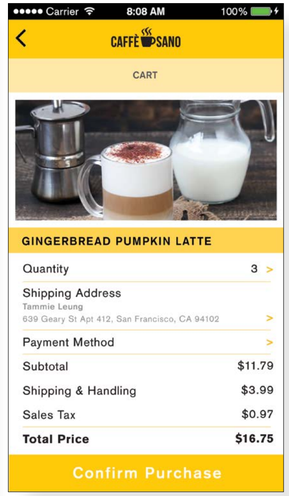
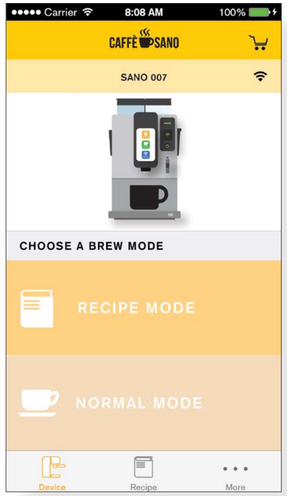



Too narrow layout, need more spaces

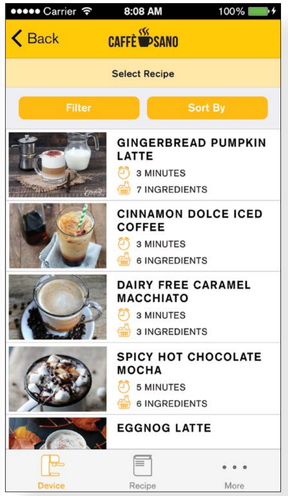


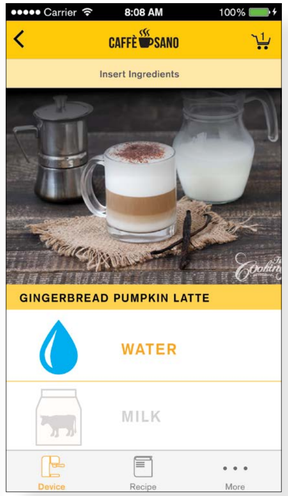

Hierarchy is missing




Confuse about mode

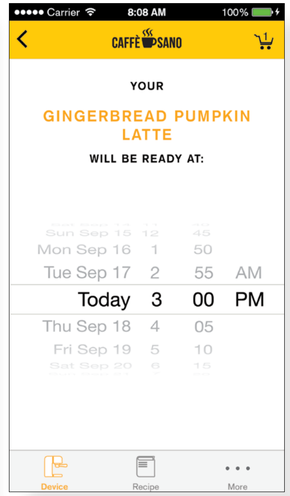



Need more spaces




Lack of instructions

Lack of instructions



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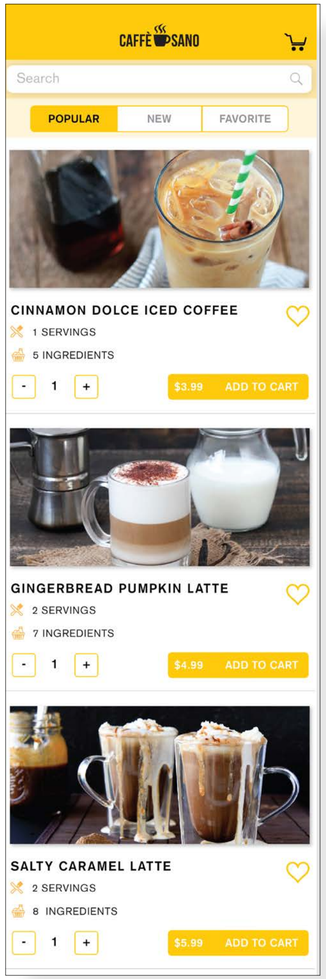
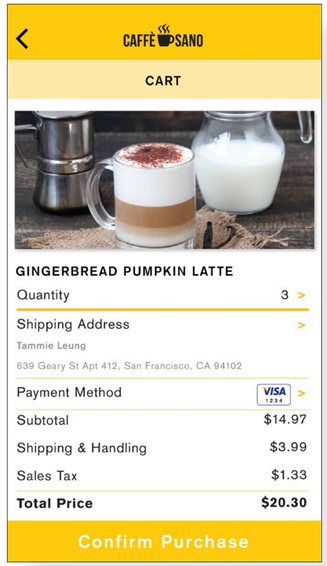
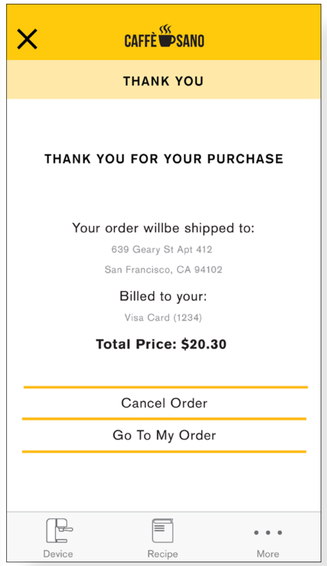
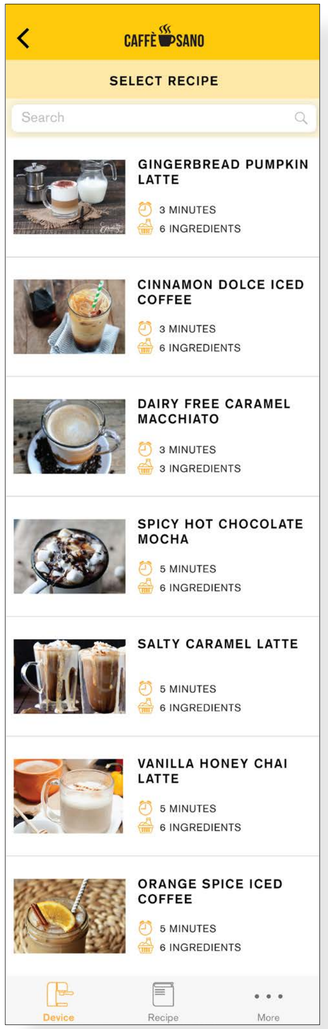
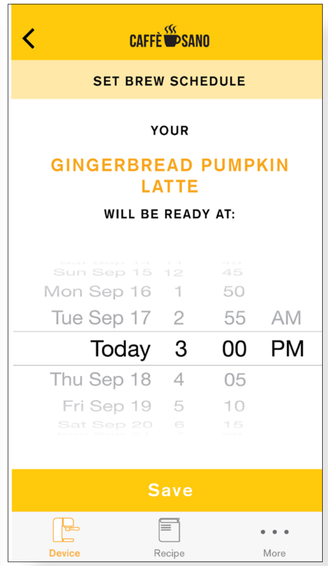




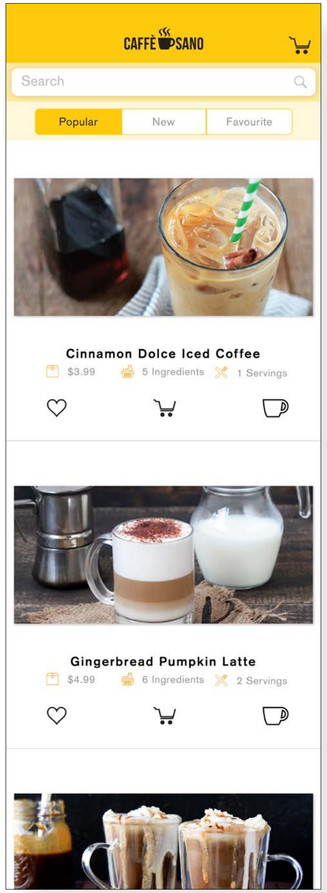



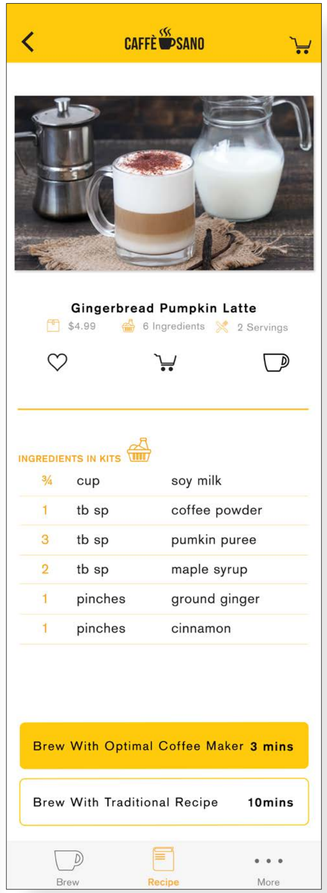
Confusing “circle icon”, looks like is a clickable items



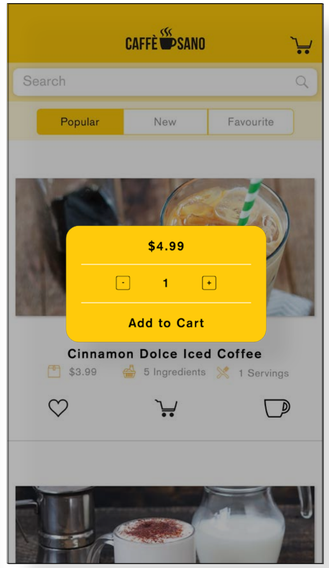
# WIREFRAME ROUND 3_1

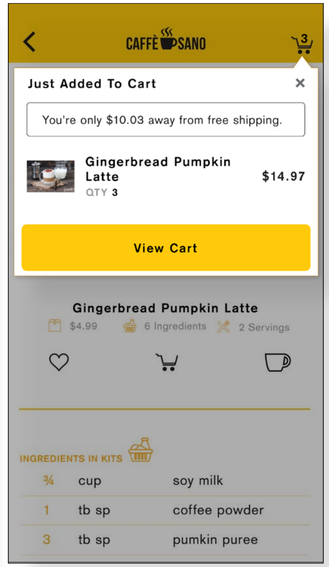


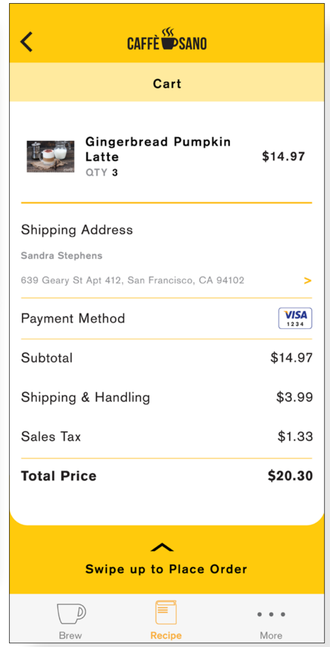

Wrong use icon

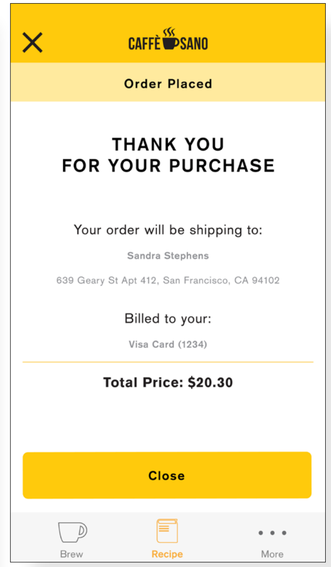



Confusing call to action button with same icon



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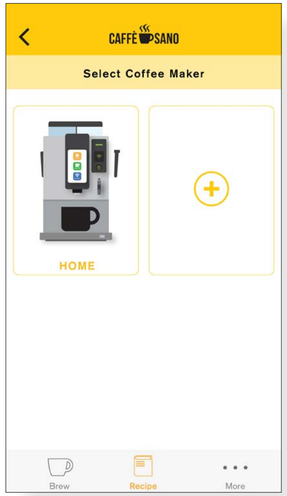
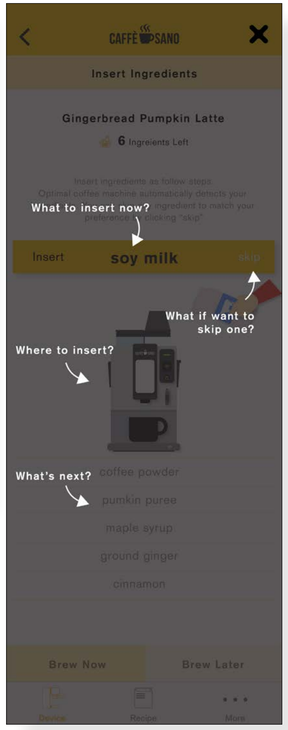
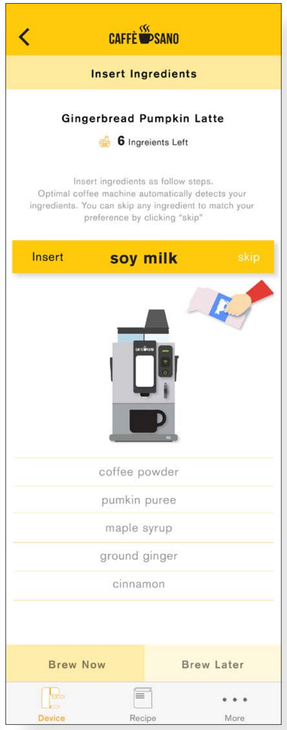
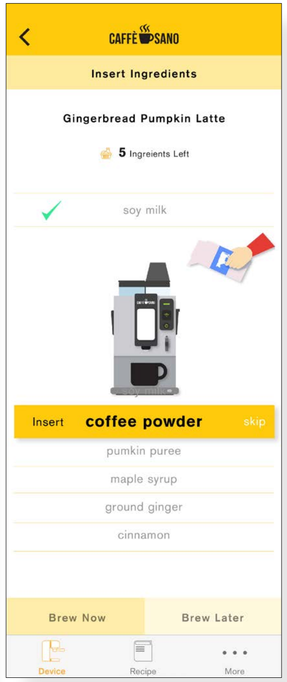


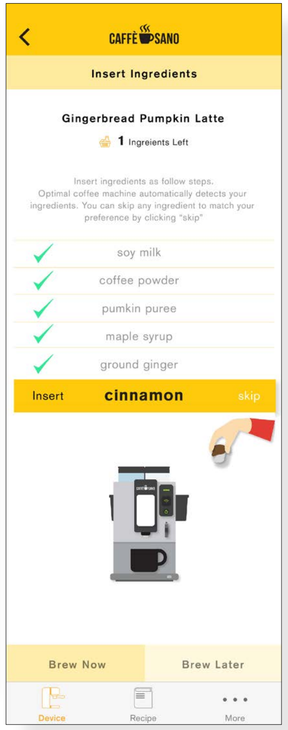




Boring tutorial

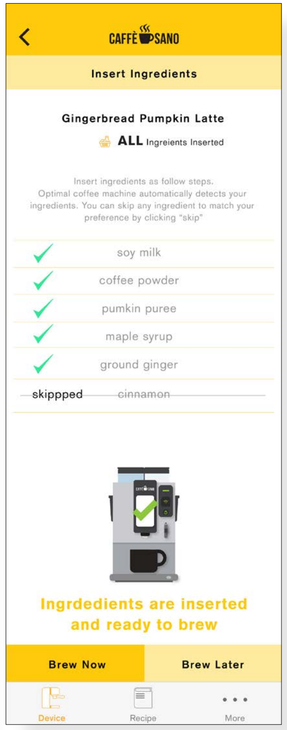



Too much instruction, feel confusing

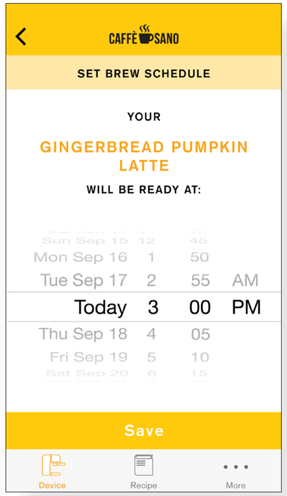


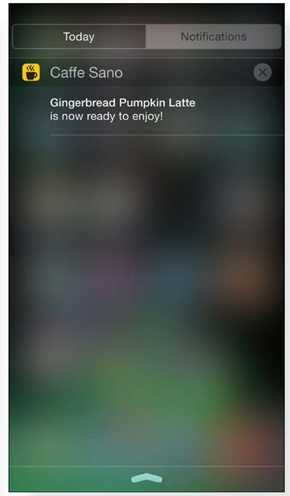




Not so sure about the process yet




Too much going on



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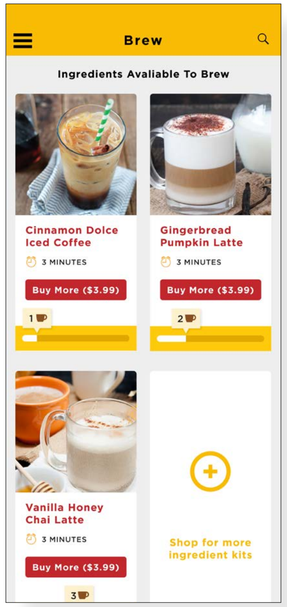
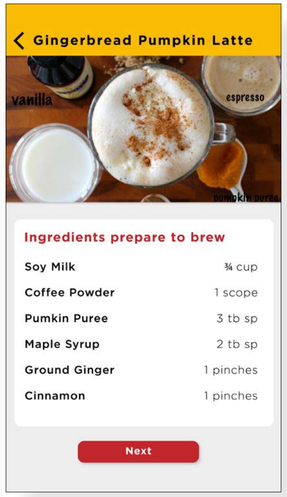
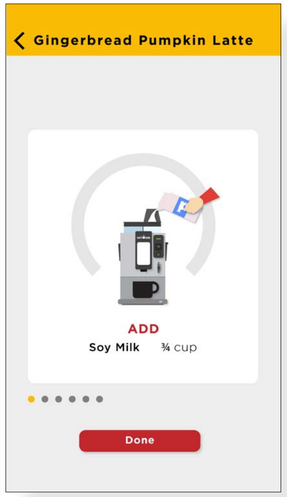
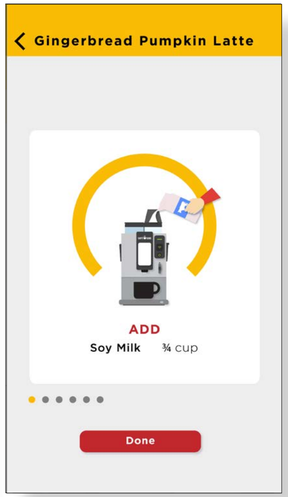


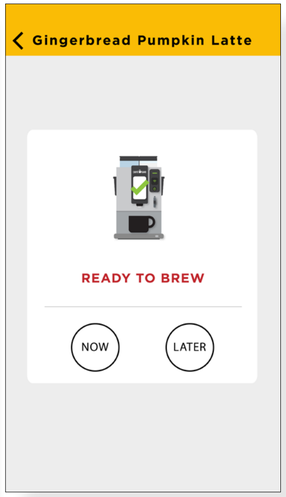

Progress bar hard to read amount

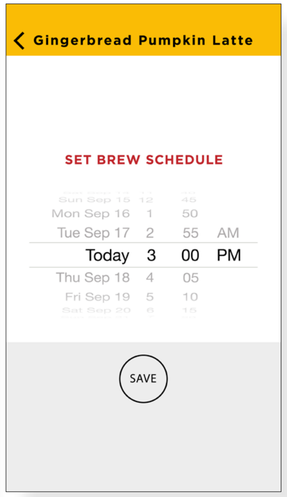


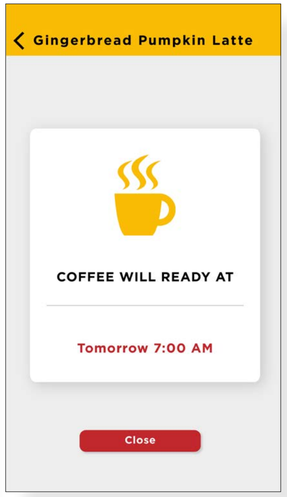




Do not understand add how much

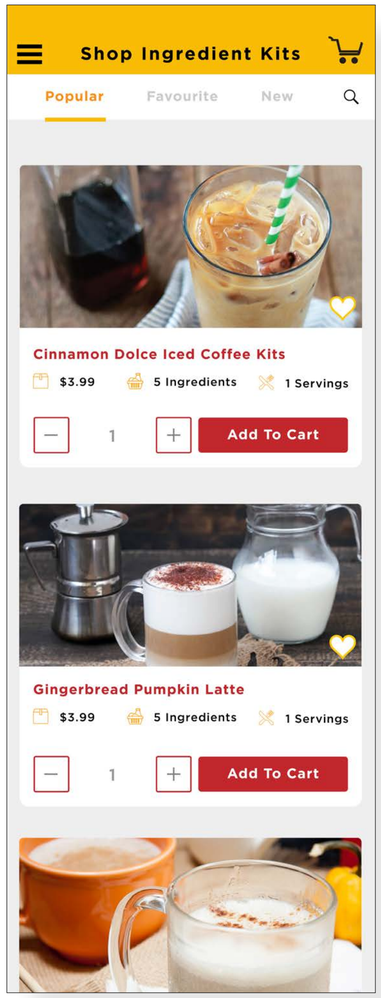


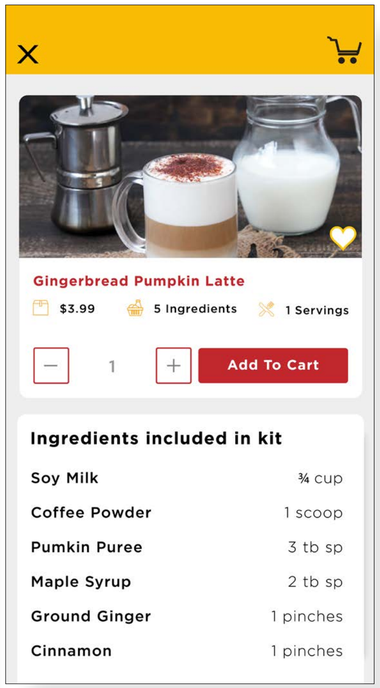


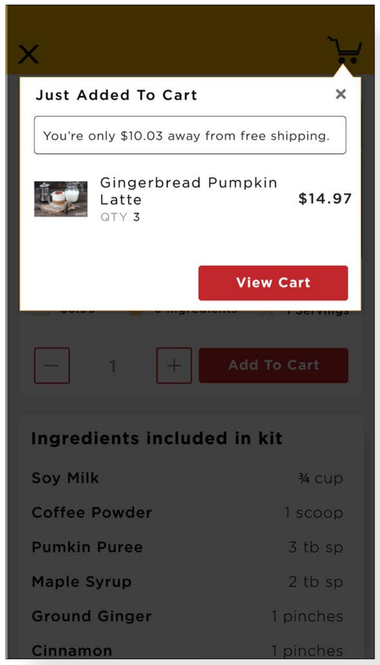



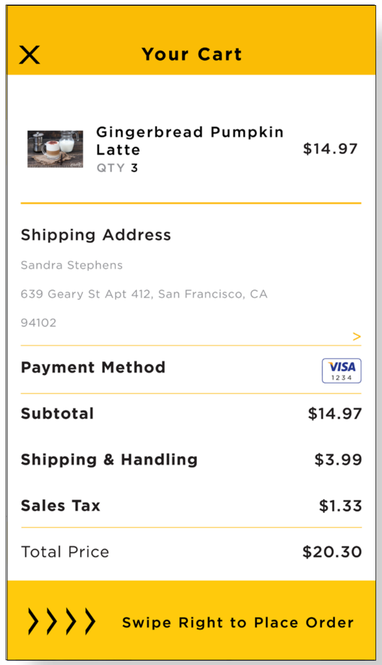
# WIREFRAME ROUND 4_2



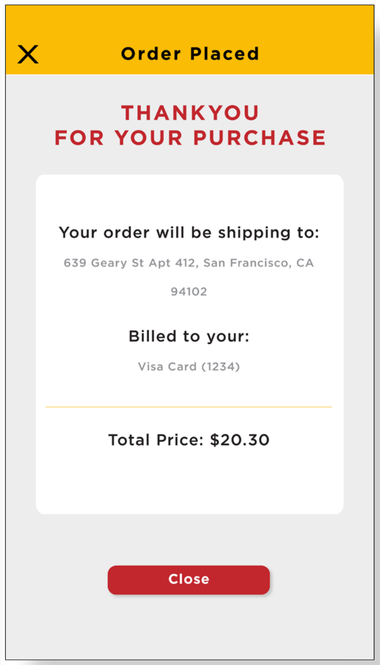



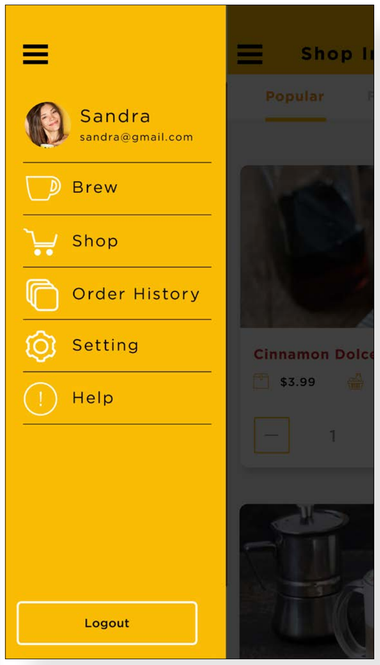

Do not understand add how much



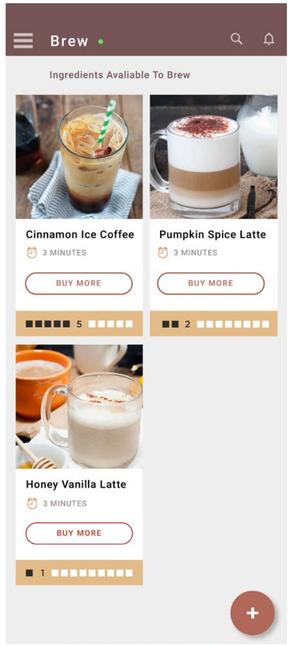




Do not understand about the swipe

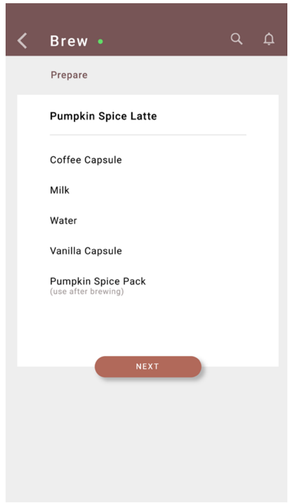


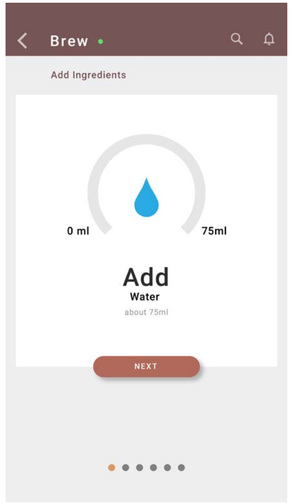



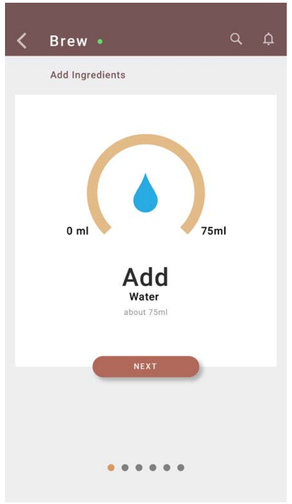
# WIREFRAME ROUND 5



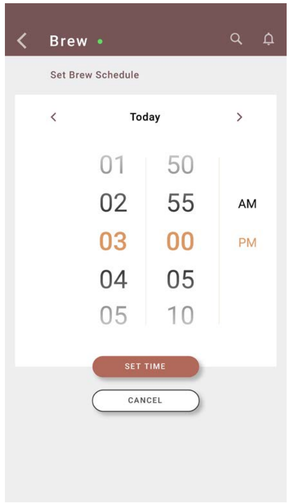

Not enough color contrast

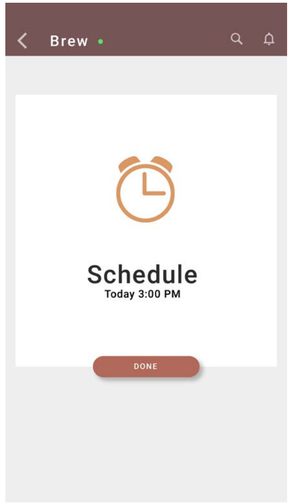


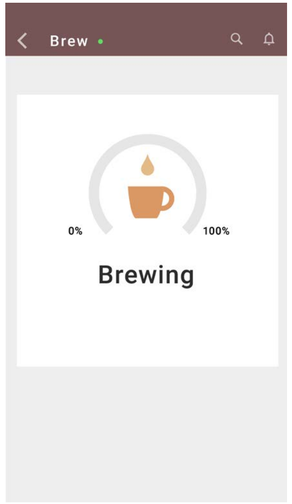



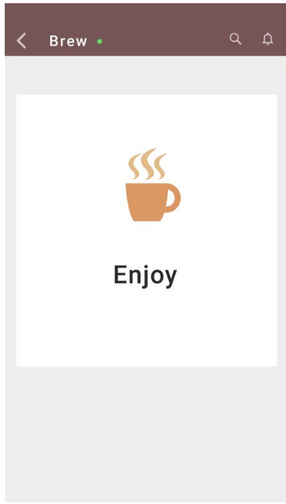

What if combing steps



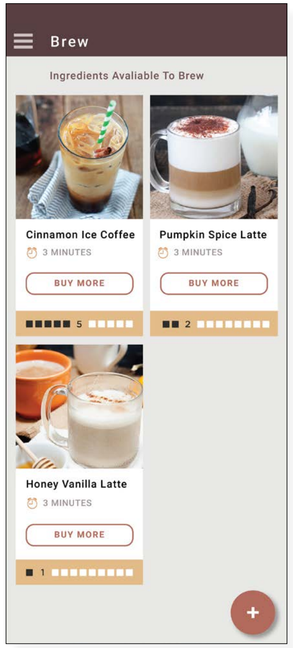




Need more work in icon

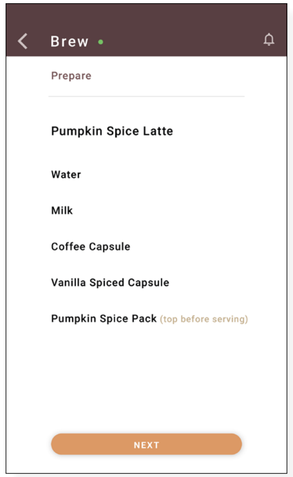


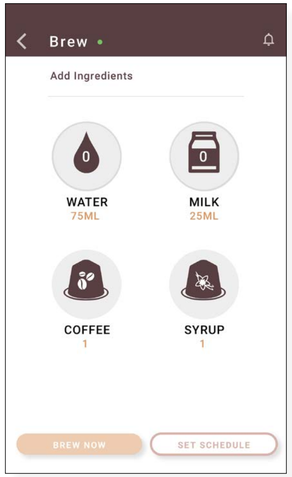



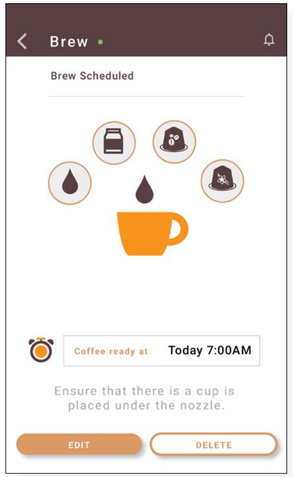
# WIREFRAME ROUND 6



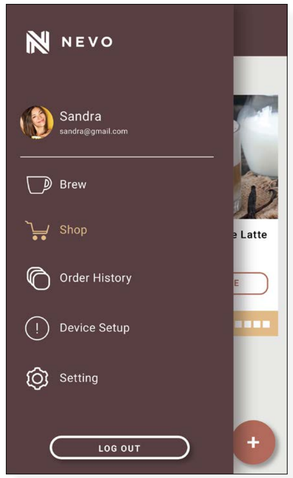

Not enough color contrast

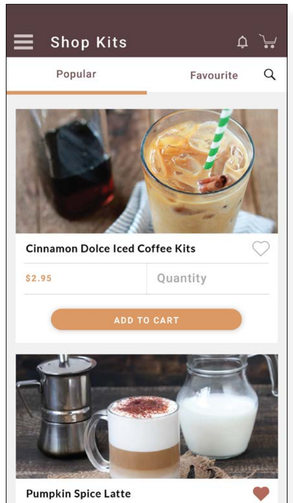


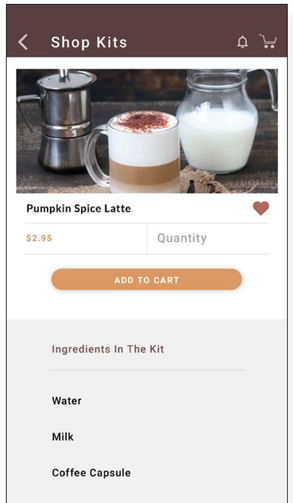






Combining steps



# TEST RESULTS

## 1ST ROUND RESULT

- Need to add more white space
- Too crowded layout
- Make button bigger
- Removing background color for product name
- Add favorite icon
- Do not understand what is the “instruction” section meaning
- Removing icon for ingredients

## 2ND ROUND RESULT

- Need to add more white space
- Too crowded layout
- Using more icon and call to action button
- Use hide and show button for traditional recipe instruction
- Adding indicator for added to cart
- Adding vector instruction for adding ingredients steps
- Changing circle icon to check mark
- Adding more instruction for adding ingredients process

## 3RD ROUND RESULT

- Changing horizontal layout to vertical card layout
- Adding secondary color
- Adding status bar for “how many cups left” of brewing inventory
- Added “buy more” button for instant shopping
- Splitting up steps into 1 per 1 page
- Adding interactive animation/process

## 4TH ROUND RESULT

- Changing new color scheme to softer color palette
- Reducing color contrast
- Using icon to represent ingredients
- Changing timer layout
- Changing status bar to thumbnails

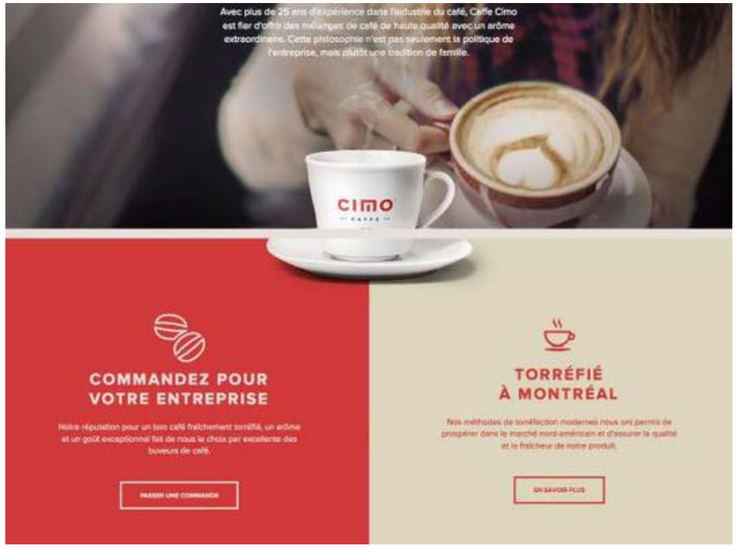
## 5TH ROUND RESULT

- Darken color scheme to increase contrast slightly
- Combining ingredients into 1 page
- Avoid too much flipping pages
- Adding segment control tab
- Adding secondary instruction/ reminder/captions on some pages

# UI PROGRESS

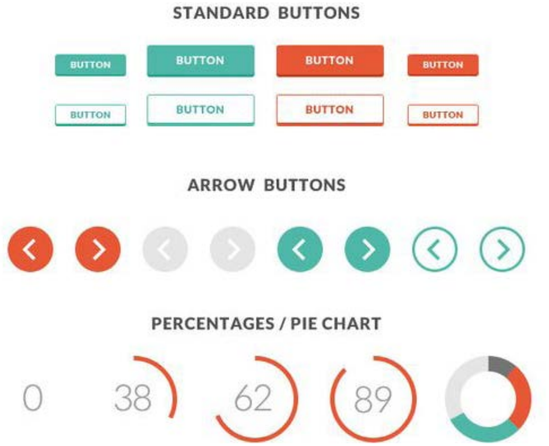
# MOOD BOARD

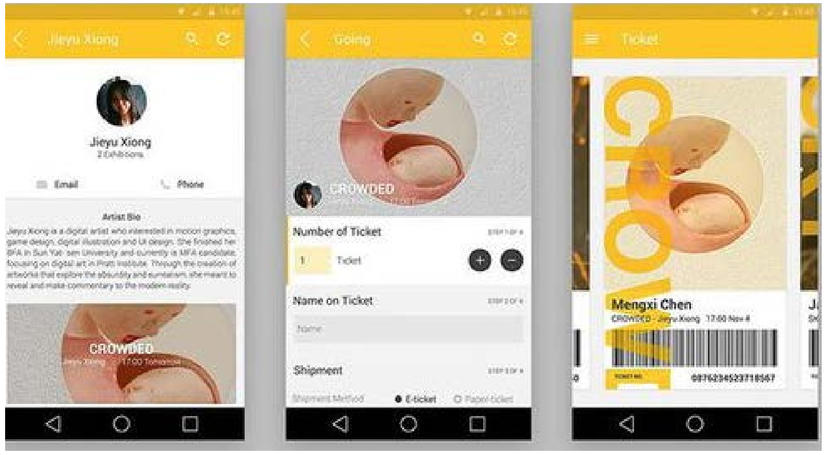
Timeless Bold Industrial

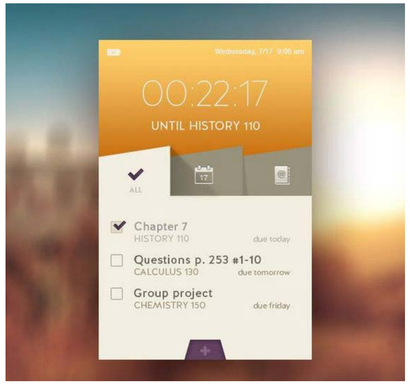


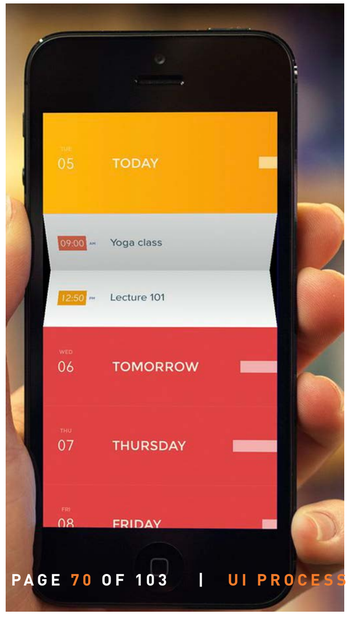
# UI BOARD

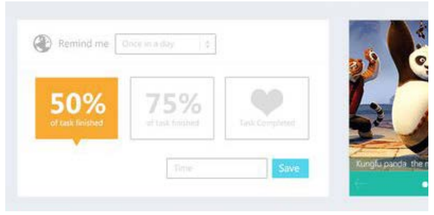
Timeless Bold Industrial

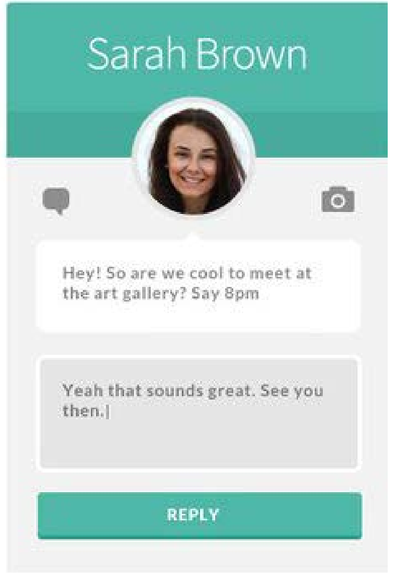








# LOGO BOARD

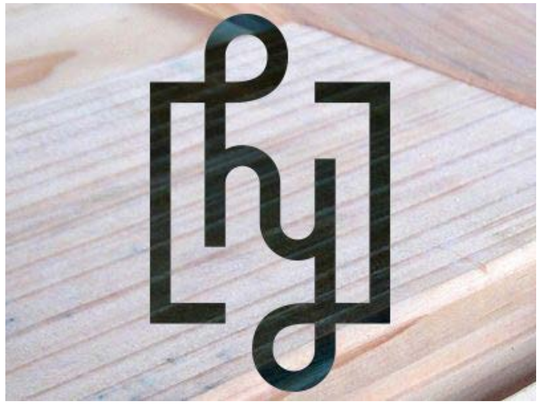
MARY-ANNE DA COSTA
ARCHITECT

PRISMA
ARTE CONTEMPORÂNEA BRASILEIRA

PRISMA

ARTE CONTEMPORÂNEA BRASILEIRA

ARTE CONTEMPORÂNEA BRASILEIRA



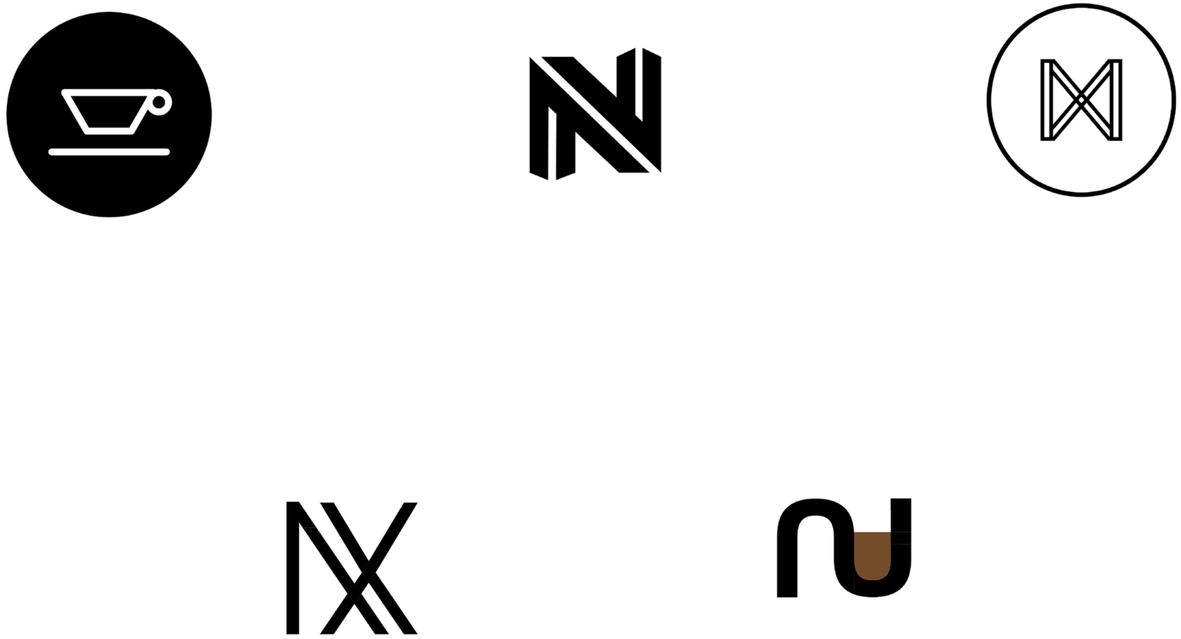
LENORE
DESIGN
creating functional yet captivating environments

MOTIFO

E+E=S
E×E
SYNERGIE
DYNAMISME
PERFORMANCE
PERFORMANCE
INNOVATION
INNOVATION
SYNERGIE ABSOLUE

TRILOGY

# LOGO VARIATION



# LOGO DESIGN

**NEVO Logo**

Use whenever possible

**White Logo**

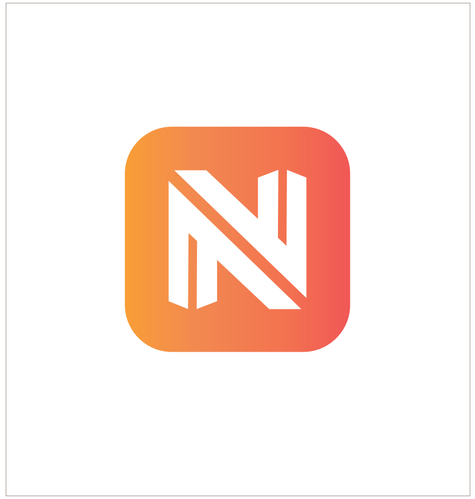
Use white logo on NEVO orange background

**Black Logo**

Use this with content in black and white

**Logo Mark**

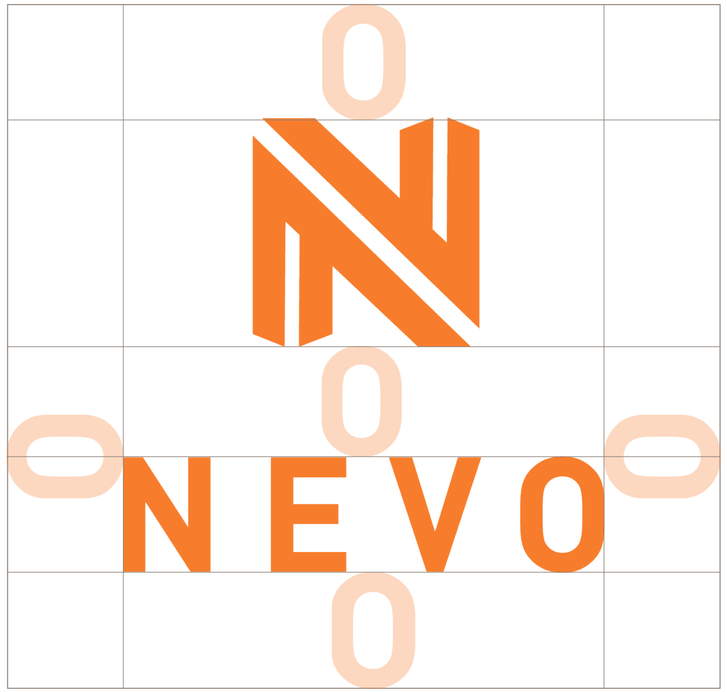
Can use without the word mark



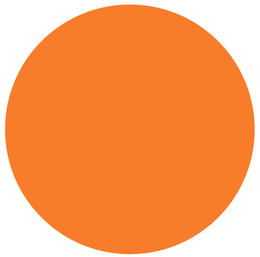
**App Logo**

Use this only when referencing the IOS version of NEVO

# LOGO CLEAR SPACE



# COLOR PALETTE

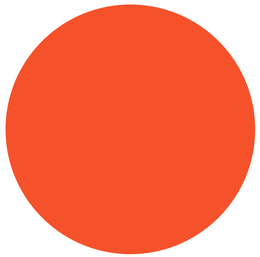


**NEVO Orange**
Pantone 1575 C

CMYK: 0 63 93 0

RGB: 247 124 43

HEX: #F77C2B



**NEVO Red**
Pantone 17-1462 Flame

CMYK: 0 84 92 0

RGB:  244 81 44

HEX: #F4512C

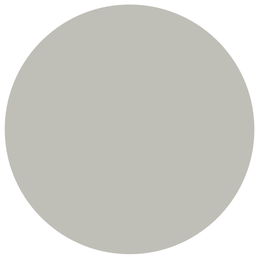


**Light Grey**
Pantone Grey White

CMYK: 3 3 4 0

RGB: 235 241 239

HEX: #F4F2EF

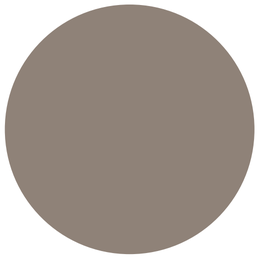


**Medium Grey**
Pantone Cool Gray 4 C

CMYK: 26 20 26 0

RGB: 191 191 183

HEX: #BFBFB7

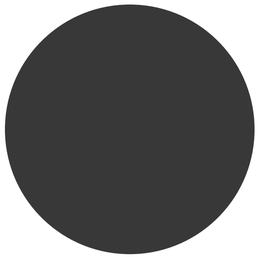


**Warm Grey**
Pantone 409 C

CMYK: 45 44 49 8

RGB: 142 129 120

HEX: #8E8178



**Dark Grey**
Pantone Black C

CMYK: 69 62 61 53

RGB: 57 57 57

HEX: #383838

HEX: #F89D35

Location: 0%

HEX: #F28950

Location: 33%

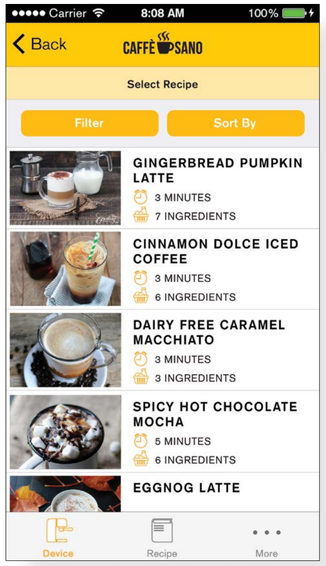
HEX: #F8724D

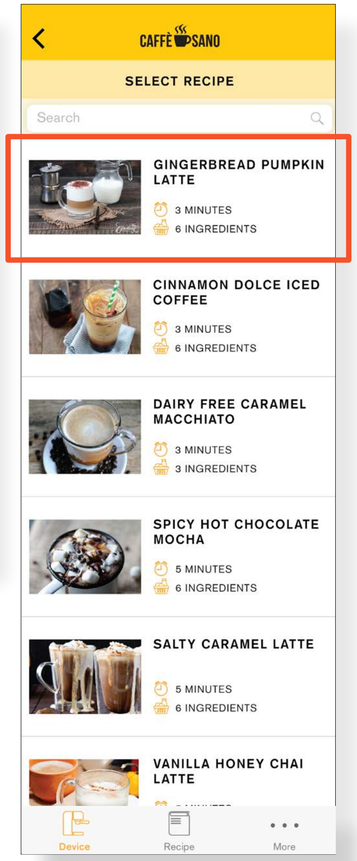
Location: 66%

HEX: #FA5353

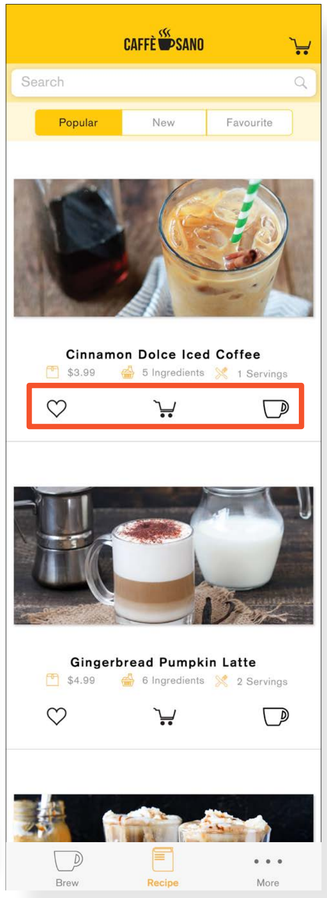
Location: 99%

# UI DESIGN : BREW

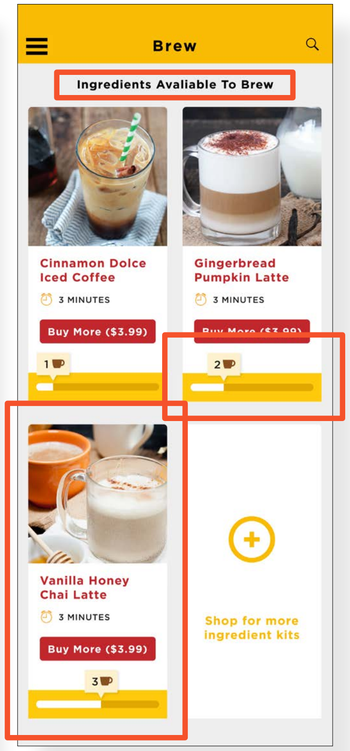


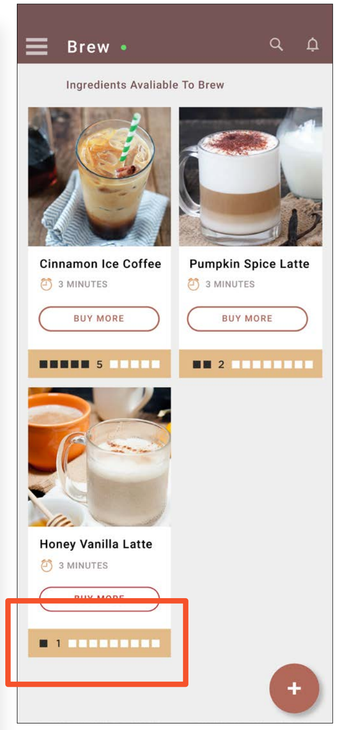

Adding white spaces between elements



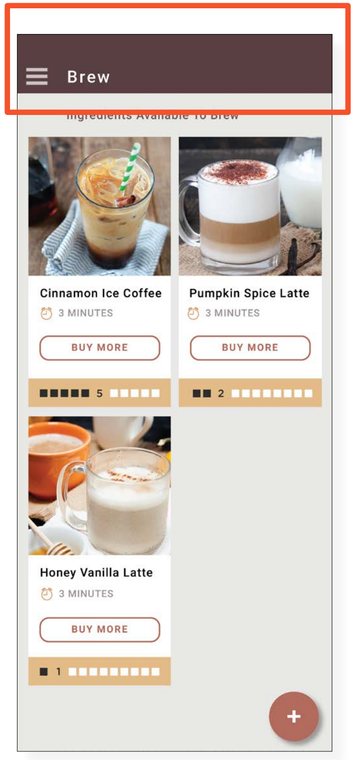

Using icon to simplify interface




- Change to vertical layout
- Adding instruction on the top
- Adding "number of cups left" progress

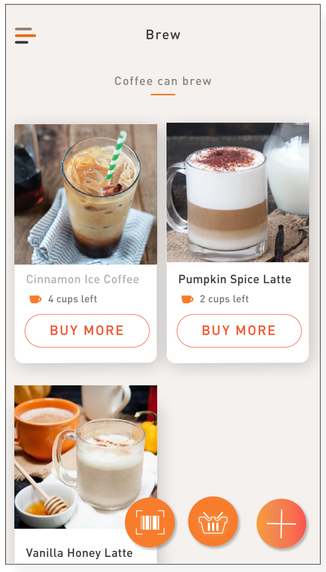



- Changing color scheme
- Changing the "number of cups" left to thumbnail display




- Trying to a new darker header

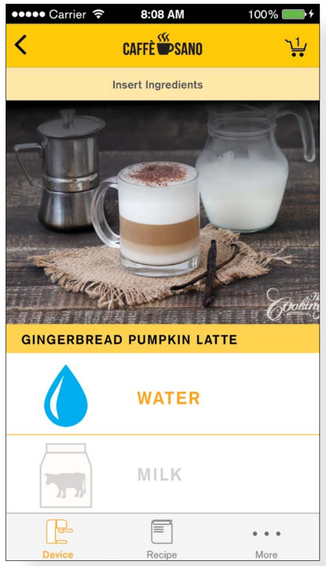
## FINAL

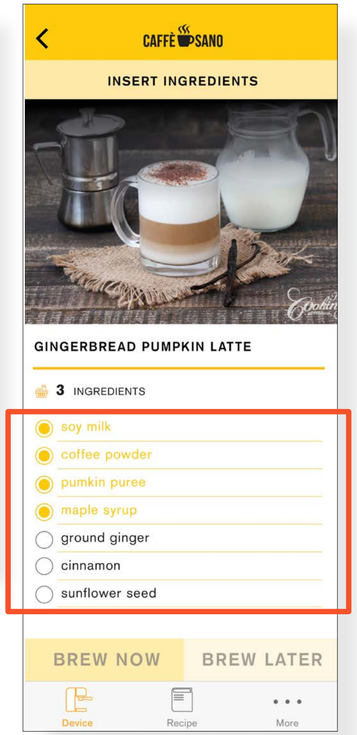



- Changing whole color scheme to a more energetic color
- Main text center alignment
- Bigger button size
- Changing "number of cups left" into text display for more clear understanding
- Adding shadow to card design

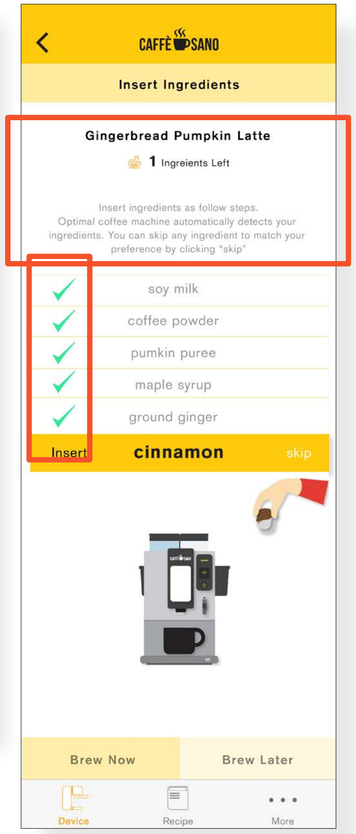
# UI DESIGN : ADD

FINAL

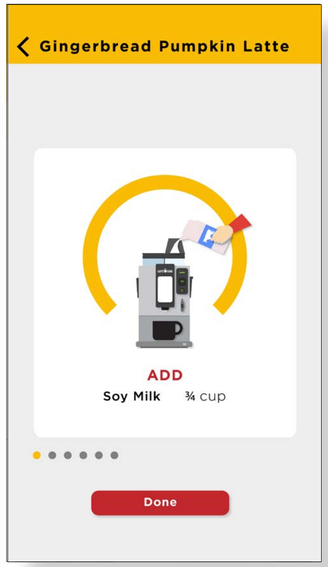


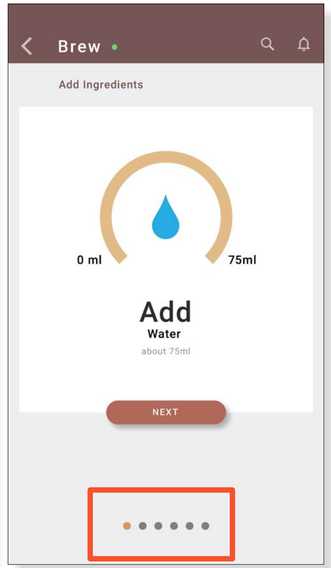

Change the adding steps into text only list
Cleaner design



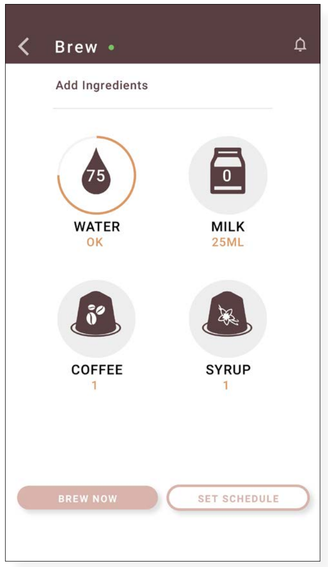

- Adding more instruction
- Changing the circle icon into a check-mark



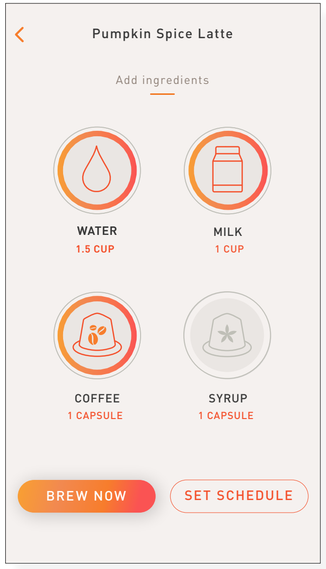

- Changing the adding steps into 1 step per page
- Adding the adding progress bar




- Changing the illustration to icon
- Moving the steps thumbnails dot into center

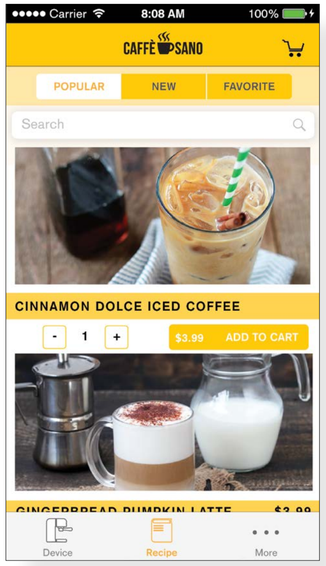


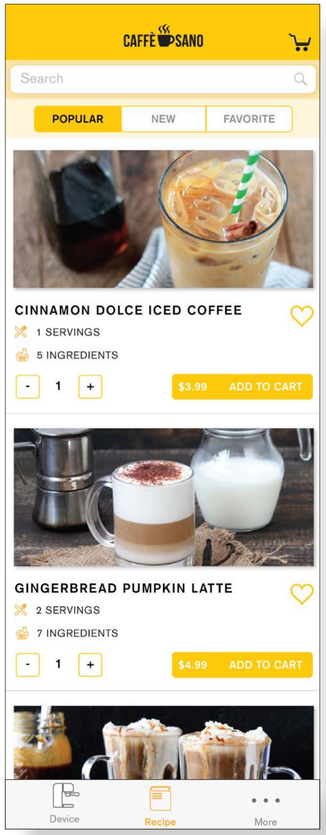

- Combining all steps into 1 page



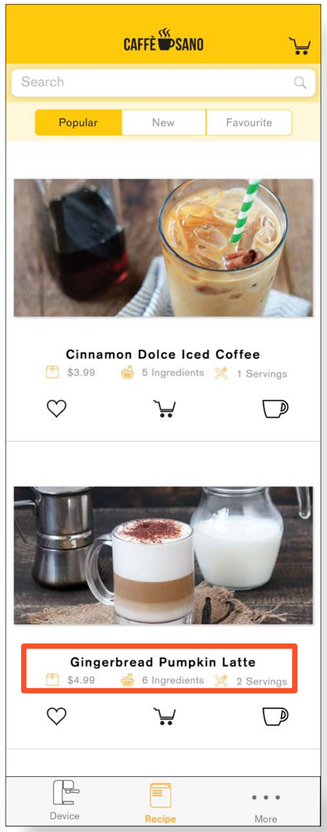

- Changing whole color scheme to a more energetic color
- Main text center alignment
- Bigger button size

# UI DESIGN : SHOP

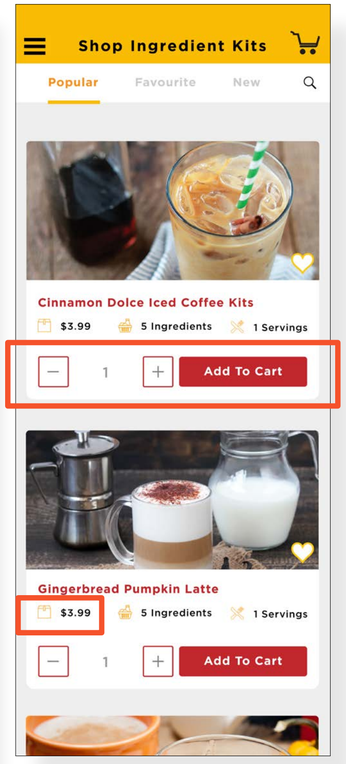


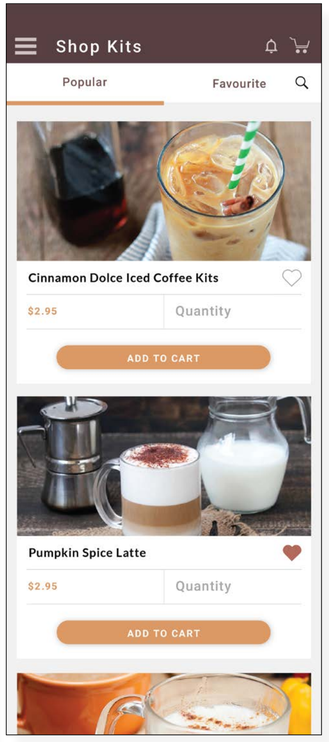

Adding white spaces between elements




Using icon to simplify interface

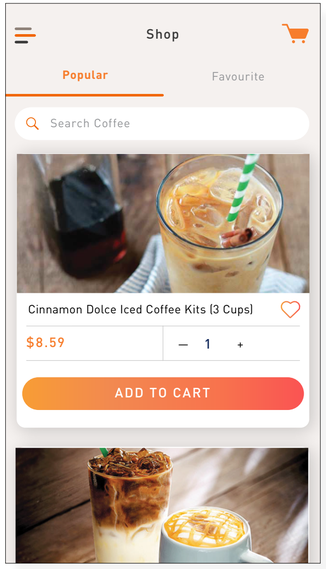



- Changing the color of price to black
- Bigger and more attractive button color




- Changing color scheme
- A cleaner layout

## FINAL




- Changing whole color scheme to a more energetic color
- Bigger button
- Change Cart icon
- Change Menu icon

# TYPOGRAPHY

## DIN 1451
### sans-serif typeface

Foundry: FontFont, Linotype GmbH

### DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#$%^&*()_+?:"→←→

### DIN Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#$%^&*()_+?:"→←→

### DIN Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**!@#$%^&*()_+?:"→←→**

# DESIGN GUIDELINES

Page Title — **Medium 20pt**

Display — Regular 18pt

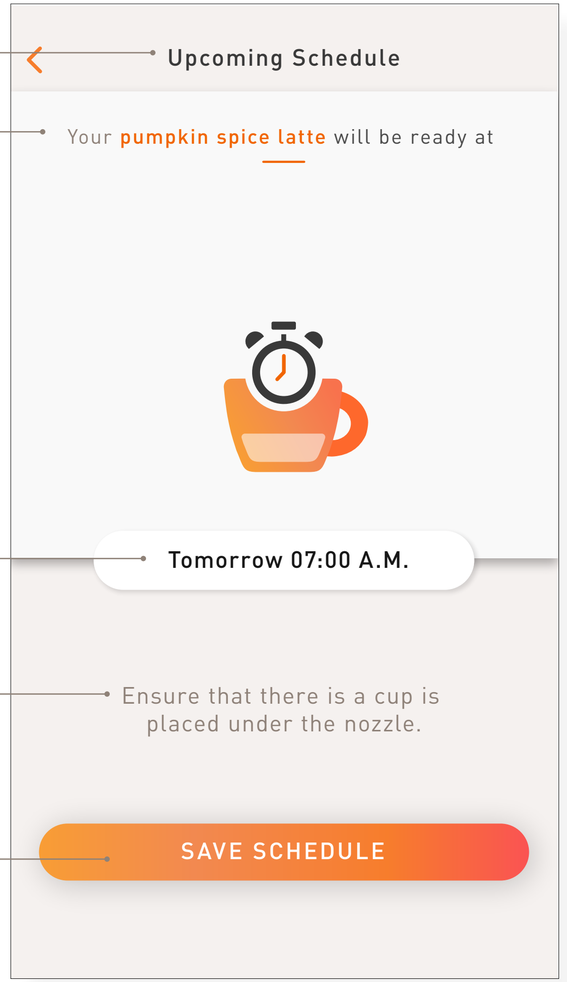
Body 1 — Regular 16pt

Body 2 — Regular 16pt

**Medium 20pt**

Regular 18pt

Button — **Medium 18pt**




Page Title

Display

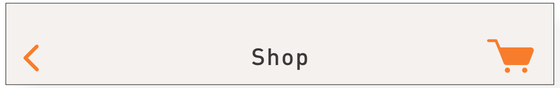
Body 3

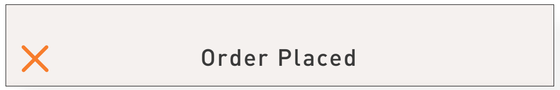
Body 4

Button

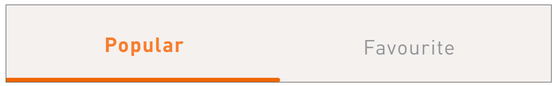
# DESIGN GUIDELINES

## Header

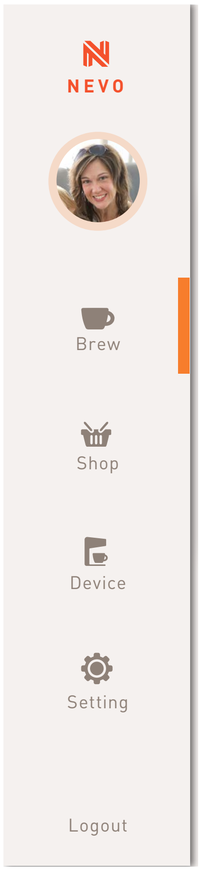


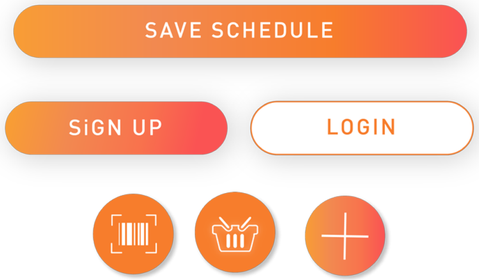

## Segment Control




## Menu

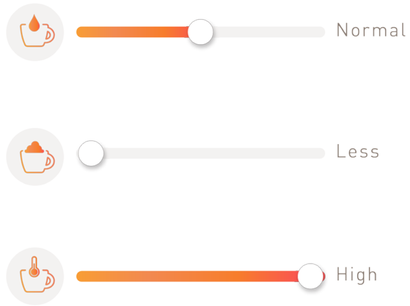



## Button

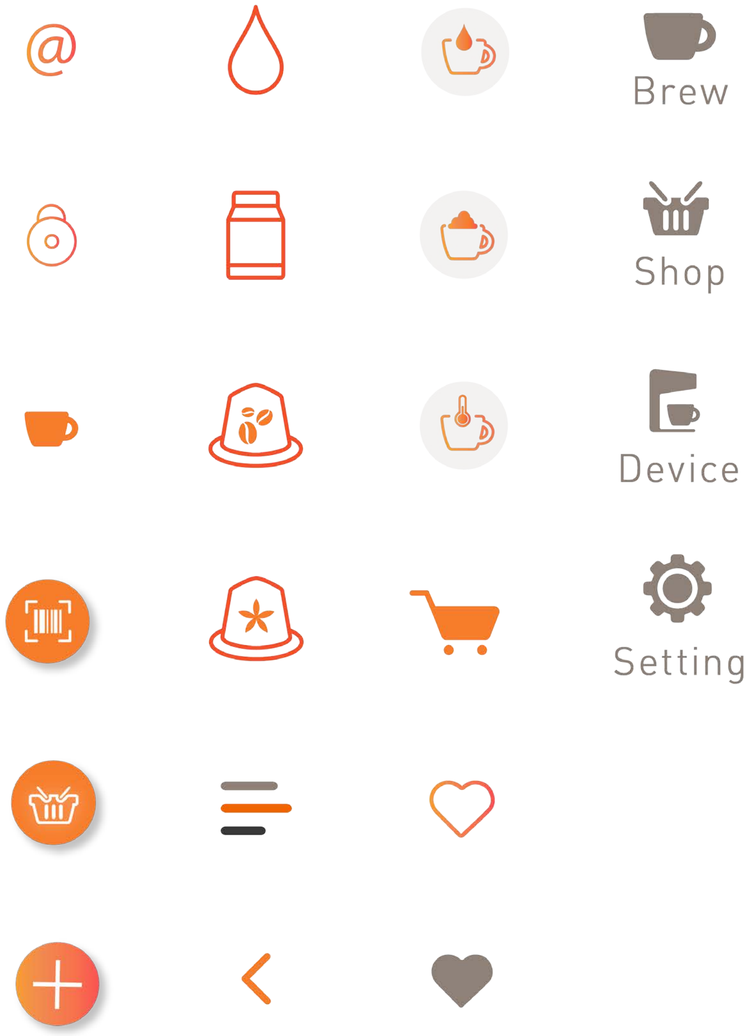


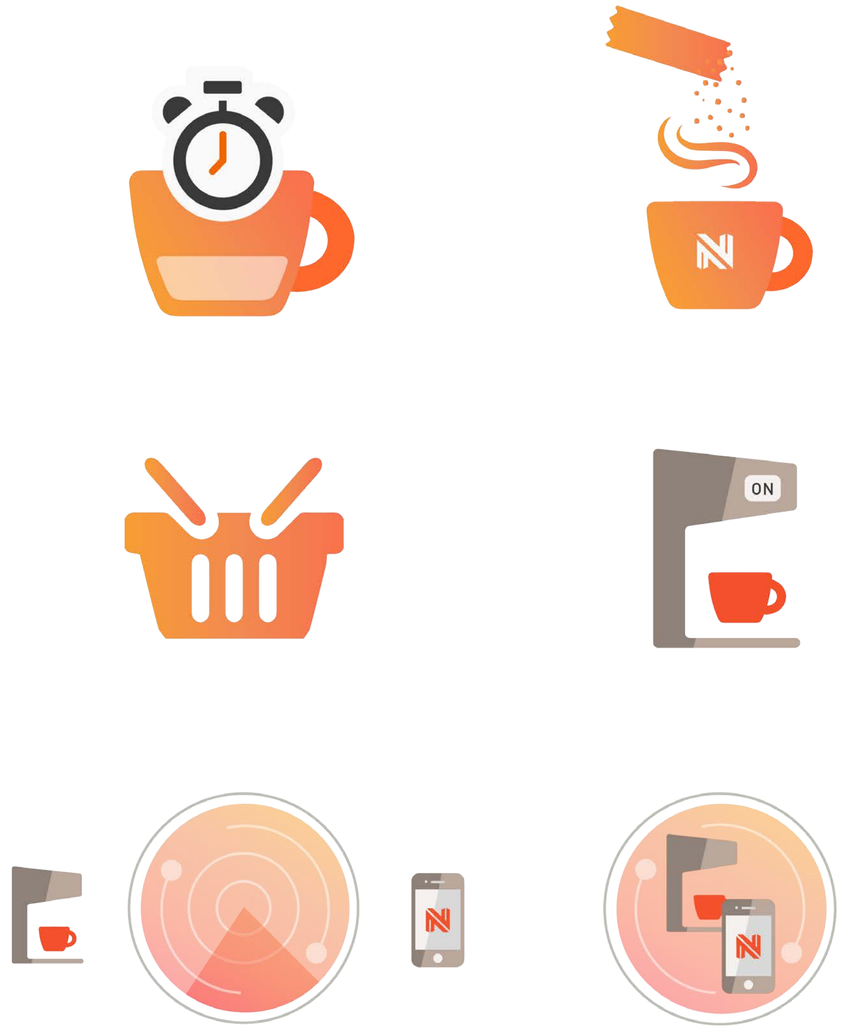

## Toggle Button

## Slider



# ASSETS



# TECHNICAL PROCESS

# DATA DIAGRAM

## VISUAL DEVELOPMENT

Adobe Illustrator
Adobe Photoshop
Keyshot
Adobe After Effects

## PROGRAMMING

HTML
CSS
JavaScript
jQuery
jQuery Mobile
MySQL

## DATABASE

Local Storage
MySQL

## FRAMEWORK

Bootstrape
jQuery
jQuery Mobile
Tachyons

# OPEN SOURCES

## Boostrape

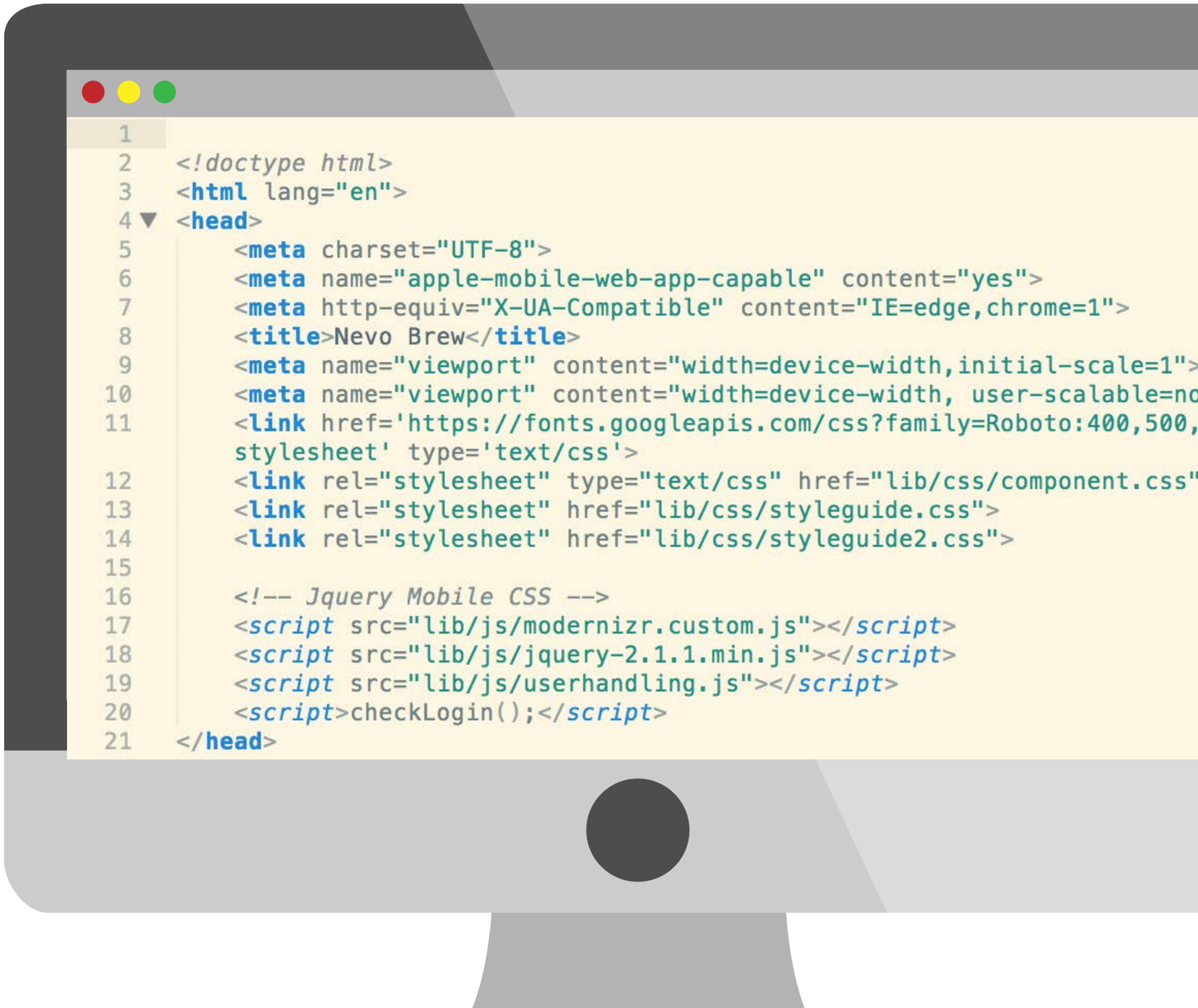
http://getboostrape.com

## jQuery

http://jquery.com

## jQuery Mobile

http://jquerymobile.com



# TECHNICAL PROCESS

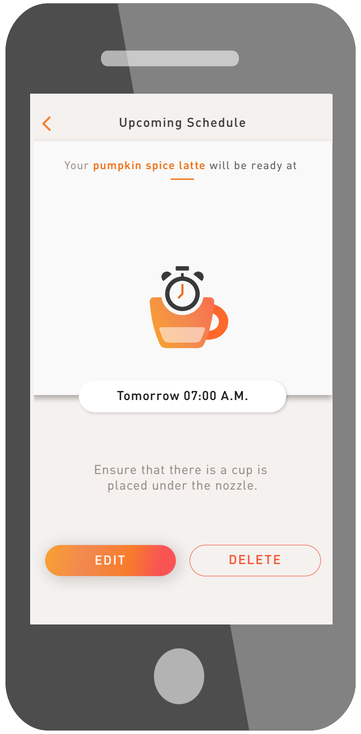
## USER LOGIN CHECK

```
4   function checkLogin(){
5       if(!localStorage['loggedin']) location.href = "login.html";
6   }
7
8   function gotoHomeBase (){
9       if(localStorage['schedule']!=undefined ) location.href = "edit.html";
10      else location.href = "brew.html";
11  }
12
13  $(function(){
14      $("#form-login").on("submit",function(e){
15          e.preventDefault();
16          $.ajax({
17              url:"login.php",
18              type:"post",
19              dataType:"json",
20              data:$(this).serialize()
21          })
22          .done(function(d){
23              console.log(d)
24              if(d.code) {
25                  localStorage['loggedin'] = true;
26                  gotoHomeBase();
```

# TECHNICAL PROCESS

## LOCAL STORAGE:

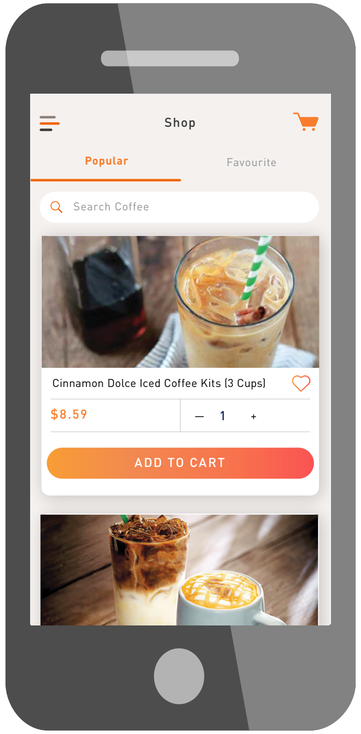
## SAVE BREWING SCHEDULE

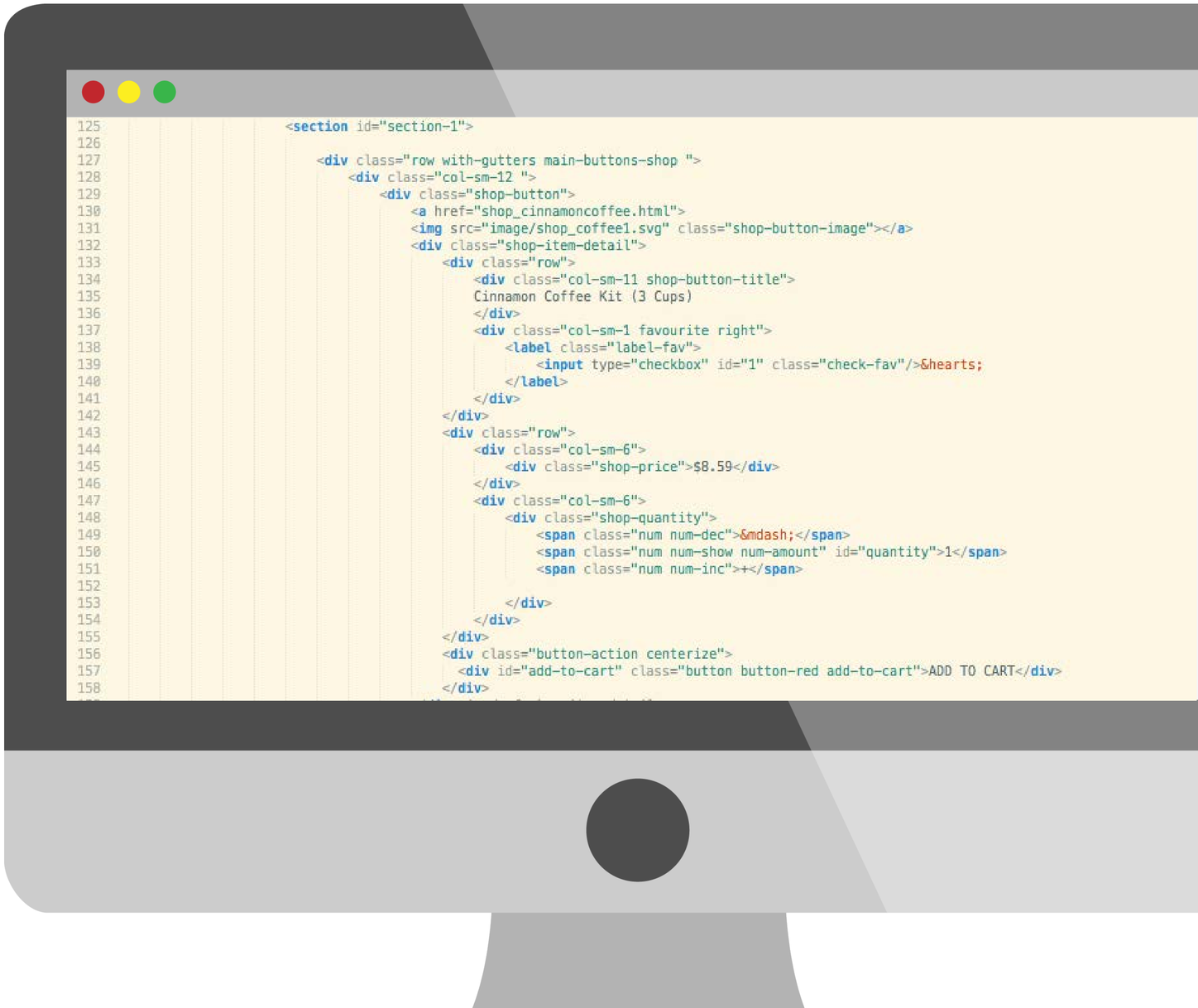



```
function zeroPadded(n,p) {
    return String(n+Math.pow(10,p)).substr(1);
}
    $(function(){
        $(".js-setschedule").on("click",function(e){
            e.preventDefault()
            localStorage['schedule'] = $("#datetime-3").val();
            location.href = $(this).attr("href");
        })
    if(localStorage.schedule!="") {

        $("#datetime-3").val(localStorage.schedule);
    } else {
        var d = new Date();
        console.log(d.getFullYear()+"-"+zeroPadded(d.getMonth() + 1,2)+"-"+zeroPadded(d.getDate
            getMinutes()+":"+d.getSeconds())

        $("#datetime-3").val(d.getFullYear()+"-"+zeroPadded(d.getMonth() + 1,2)+"-"+zeroPadded(
            d.getHours(),2)+":"+zeroPadded(d.getMinutes(),2)+":"+zeroPadded(d.getSeconds(),2));
    }

})
</script>
```

# TECHNICAL PROCESS

## SEGMENT CONTROL TABS



```
125                    <section id="section-1">
126
127                        <div class="row with-gutters main-buttons-shop ">
128                            <div class="col-sm-12 ">
129                                <div class="shop-button">
130                                    <a href="shop_cinnamoncoffee.html">
131                                    <img src="image/shop_coffee1.svg" class="shop-button-image"></a>
132                                    <div class="shop-item-detail">
133                                        <div class="row">
134                                            <div class="col-sm-11 shop-button-title">
135                                            Cinnamon Coffee Kit (3 Cups)
136                                            </div>
137                                            <div class="col-sm-1 favourite right">
138                                                <label class="label-fav">
139                                                    <input type="checkbox" id="1" class="check-fav"/>&hearts;
140                                                </label>
141                                            </div>
142                                        </div>
143                                        <div class="row">
144                                            <div class="col-sm-6">
145                                                <div class="shop-price">$8.59</div>
146                                            </div>
147                                            <div class="col-sm-6">
148                                                <div class="shop-quantity">
149                                                    <span class="num num-dec">&mdash;</span>
150                                                    <span class="num num-show num-amount" id="quantity">1</span>
151                                                    <span class="num num-inc">+</span>
152
153                                                </div>
154                                            </div>
155                                        </div>
156                                        <div class="button-action centerize">
157                                          <div id="add-to-cart" class="button button-red add-to-cart">ADD TO CART</div>
158                                        </div>
```

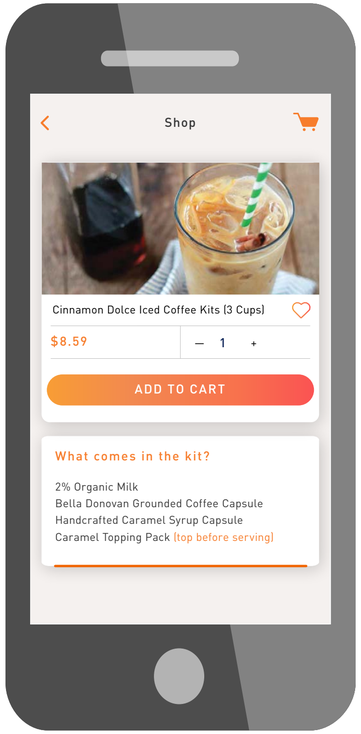
# TECHNICAL PROCESS

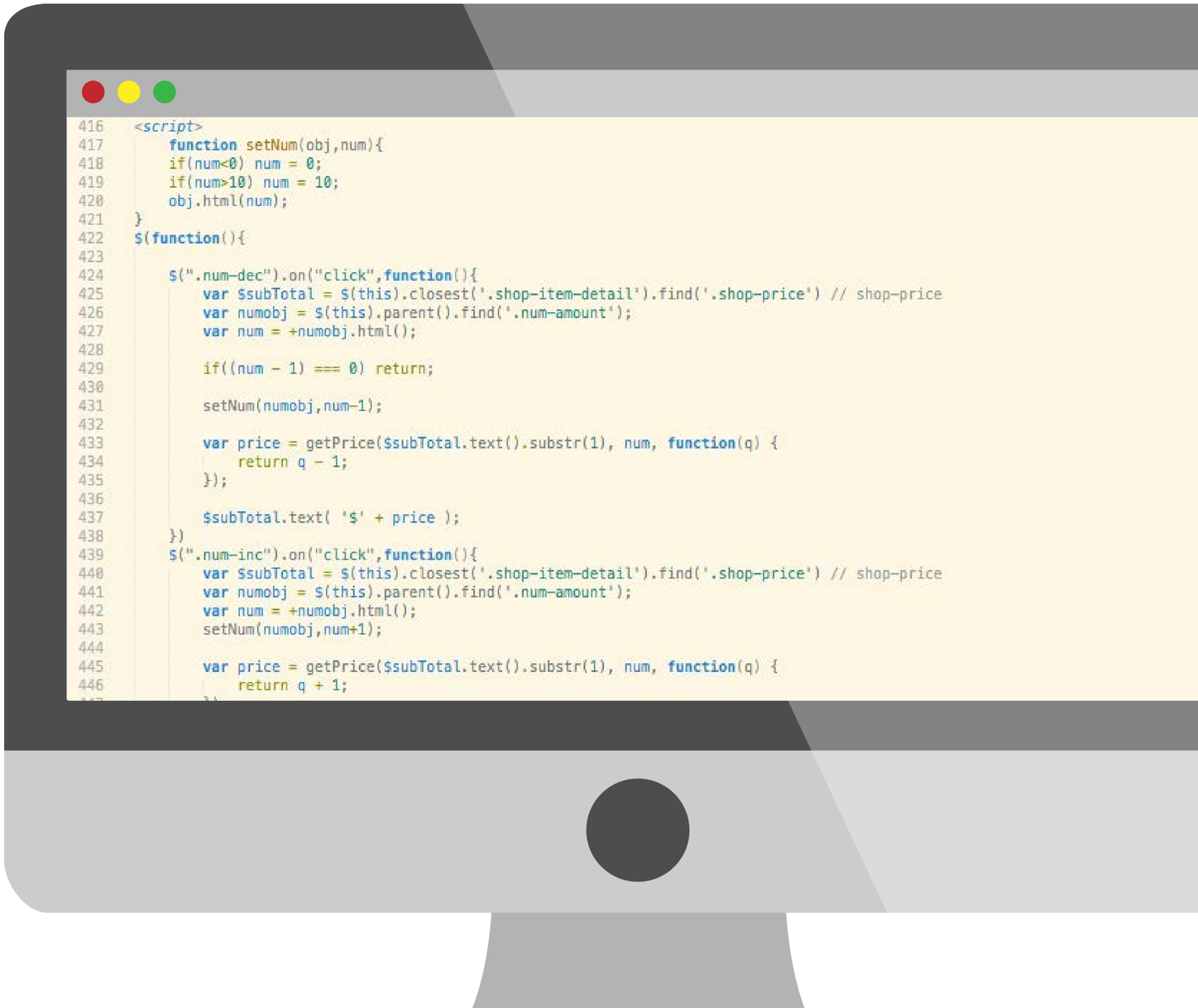
## SIDE PUSH NAVIGATION MENU

## SIDE PUSH CART MENU

# TECHNICAL PROCESS

## INSTANT UPDATING PRICE WITH QUANTITY INCREASING & DECREASING

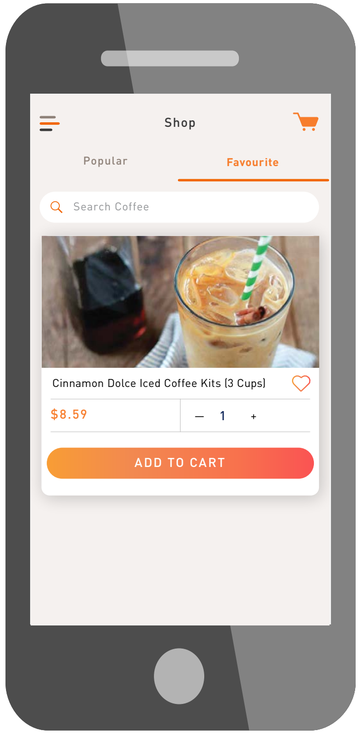


```
<script>
    function setNum(obj,num){
    if(num<0) num = 0;
    if(num>10) num = 10;
    obj.html(num);
}
$(function(){

    $(".num-dec").on("click",function(){
        var $subTotal = $(this).closest('.shop-item-detail').find('.shop-price') // shop-price
        var numobj = $(this).parent().find('.num-amount');
        var num = +numobj.html();

        if((num - 1) === 0) return;

        setNum(numobj,num-1);

        var price = getPrice($subTotal.text().substr(1), num, function(q) {
            return q - 1;
        });

        $subTotal.text( '$' + price );
    })
    $(".num-inc").on("click",function(){
        var $subTotal = $(this).closest('.shop-item-detail').find('.shop-price') // shop-price
        var numobj = $(this).parent().find('.num-amount');
        var num = +numobj.html();
        setNum(numobj,num+1);

        var price = getPrice($subTotal.text().substr(1), num, function(q) {
            return q + 1;
```

# TECHNICAL PROCESS

## ADDING ITEMS TO FAVORITES



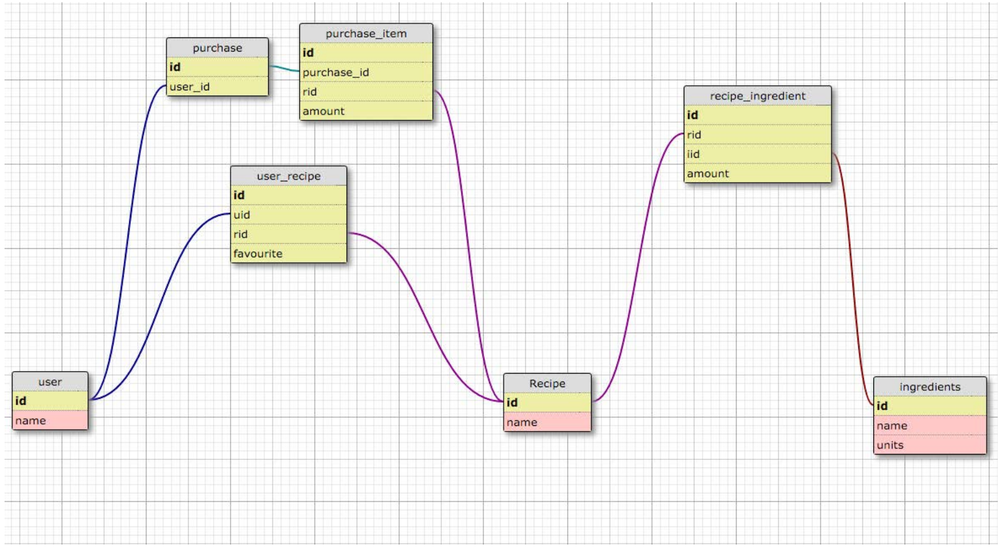

```
$('.favourite input[type=checkbox]').on('change', function() {
    var $this = $(this);

    if($this.prop('checked')) {
        $this.parent().css({color: '#f2883b'});
    } else {
        $this.parent().css({color: 'inherit'});
    }
    var id = $this.attr('id');
    if($('#fav'+id)) {
        $('#fav'+id).removeClass('hidden');
        $('#fav'+id).find('.favourite').css({
            color: 'red'
        });
    }

    $this.closest('[id^=fav]').addClass('hidden');
    var unFavId = $this.closest('[id^=fav]').attr('id');
    if(unFavId) unFavId = unFavId.substr(3);

    $('#'+unFavId).parent().css({color: 'inherit'});
});
```

# TECHNICAL PROCESS

## MYSQL TABLE

| Table | Action | Rows | Type | Collation | Size | Overhead |
|---|---|---|---|---|---|---|
| ingredient | Browse Structure Search Insert Empty Drop | 11 | MyISAM | latin1_swedish_ci | 2.5 KiB | - |
| purchase | Browse Structure Search Insert Empty Drop | 2 | MyISAM | latin1_swedish_ci | 2 KiB | - |
| purchase_item | Browse Structure Search Insert Empty Drop | 3 | MyISAM | latin1_swedish_ci | 2.1 KiB | - |
| recipe | Browse Structure Search Insert Empty Drop | 4 | MyISAM | latin1_swedish_ci | 2.3 KiB | - |
| recipe_ingredient | Browse Structure Search Insert Empty Drop | 20 | MyISAM | latin1_swedish_ci | 2.3 KiB | - |
| user | Browse Structure Search Insert Empty Drop | 3 | MyISAM | latin1_swedish_ci | 2.5 KiB | - |
| user_recipe | Browse Structure Search Insert Empty Drop | 5 | MyISAM | latin1_swedish_ci | 2.1 KiB | - |
| 7 tables | Sum | 48 | MyISAM | latin1_swedish_ci | 15.8 KiB | 0 B |

Database Tables




Data Content Relations

| | id | date_create | date_modify | name | minute | image | price |
|---|---|---|---|---|---|---|---|
| Edit Copy Delete | 1 | 2016-04-04 00:00:00 | 2016-04-04 00:00:00 | Cinnamon Ice Latte | 4 | coffee1.jpg | 3.95 |
| Edit Copy Delete | 2 | 2016-04-04 00:00:00 | 2016-04-04 00:00:00 | Pumpkin Spice Latte | 3 | coffee2.jpg | 2.95 |
| Edit Copy Delete | 3 | 2016-04-04 00:00:00 | 2016-04-04 00:00:00 | Honey Vanilla Latte | 3 | coffee3.jpg | 3.95 |
| Edit Copy Delete | 4 | 2016-04-10 00:00:00 | 2016-04-10 00:00:00 | Caramel Machitto | 2 | coffee4.jpg | 3.95 |

Recipes Tables

| | id | date_create | date_modify | first_name | last_name | email | password | shipping_address | billing_address |
|---|---|---|---|---|---|---|---|---|---|
| Edit Copy Delete | 1 | 2016-04-10 00:00:00 | 2016-04-10 00:00:00 | Heather | Davis | heather@gmail.com | 5f4dcc3b5aa765d61d8327deb882cf99 | 639 Geary St Apt 412 San Francisco CA 94102 | 639 Geary St Apt 412 CA 94102 |
| Edit Copy Delete | 2 | 2016-04-10 00:00:00 | 2016-04-10 00:00:00 | Kevin | Stephens | kevin.stephens@gmail.com | 740298f894c1d35d38b78dd64fced533 | 350 5th Ave Apt 1 San Francisco CA 94118 | 350 5th Ave Apt 1 Sa 94118 |
| Edit Copy Delete | 3 | 2016-09-09 00:00:00 | 2016-09-09 00:00:00 | George | Mercia | georgemercia@gmail.com | 5f4dcc3b5aa765d61d8327deb882cf99 | 1037 Thyme Walkway San Jose 94=5133 | 1037 Thyme Walkway 94=5133 |

Users Tables

# TIMELINE MILESTONE

## FALL 2015

**WNM 699 Visual Design**
**WNM 801 User Experience**

Project definition
Market Research
Interviews
Sketches
Wireframes
Low-fidelity prototype testing
High-fidelity prototype testing

## SPRING 2016

**WNM 820 Responsive**
**WNM 830 Visual Design**

Branding
Design guidelines
Refine visual design
Coding main framework
High-fidelity prototype testing
Function/features coding
3D model sketches

## FALL 2016

**WNM 801 Motion Graphics**
**WNM 820 Responsive Web**

Refine visual design
Coding implementation
Clickable prototype testing
Animation within the application
3D model renderings & refine
Final thesis book
Final presentation slide
Final review

# CONCLUSION

# GDS: UX HIGHLIGHTS

**GDS USER EXPERIENCE JOURNAL:** http://tammieleungdesign.com/nevo/801ux_journal.pdf

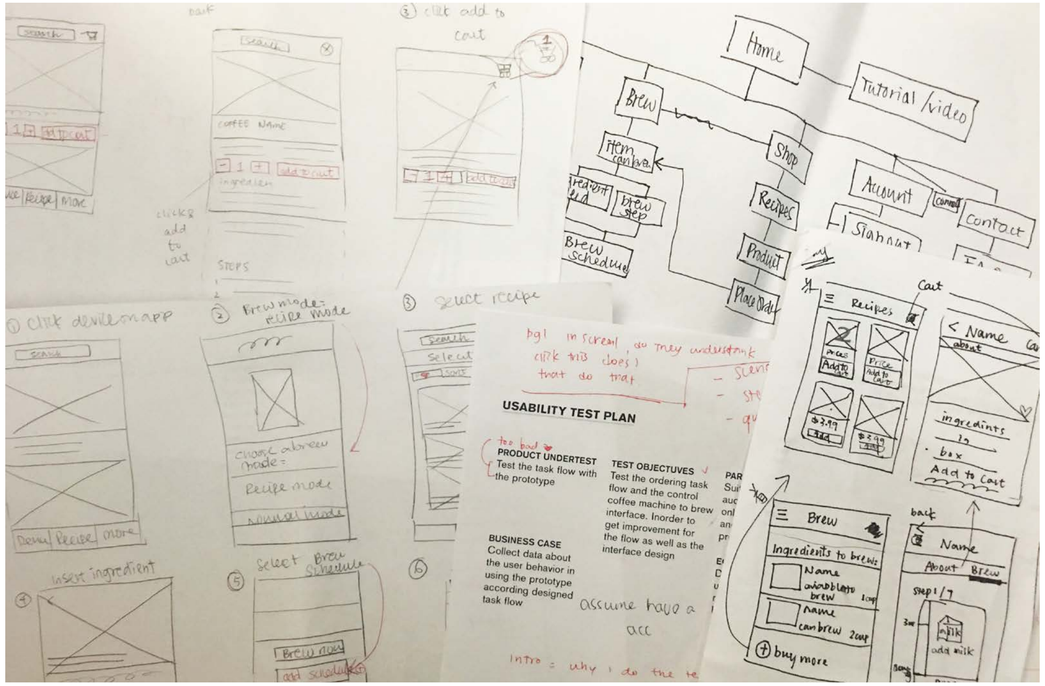
## USABILITY TEST 3 SUMMARY

**FEEDBACK**

- Login before borwsing?
- More information/ads to attract people to sign in
- Title under image clickable to avoid wrong pressing
- “view recipe” is too subtle, not even noticable
- Free shipping
- More attractive sentence to attrack user to purchase the coffee maker
- Too much information in one page (product detail page)
- All caps is hard to read, too much all caps
- Background dimming on add to cart
- insert ingredients tutorial need more work
- Each  ingredient to be insert need more work
- What if want to skip any one ingredients

**REFINE**

- Edit workflow, allow user to skip signup/login before browsing recipes
- Added discover(walkthrough) pages before login for more information about the app and explain the icon
- Clickable area is refine
- Added “brew with coffee maker 3 mins” and “brew with traditional recipe 10 mins” to:
  - Attract user purchasing coffee maker can be more convienient;
  - Allow user to have a choice brewing between coffee maker and traditional ways;
  - After clicking the traditional recipes will bring user to a new page (avoid too many informationo in one page, and will only show when user needed)
- Changing case of text in content (less all caps) for readbility
- Refine content layout for more white space and hierarchy
- Adding icon for user to process brewing through recipe page, or directly




Introduction (5 min)

喝咖啡的習慣 /  取得咖啡材料的習慣 / 希望取得咖啡的途徑

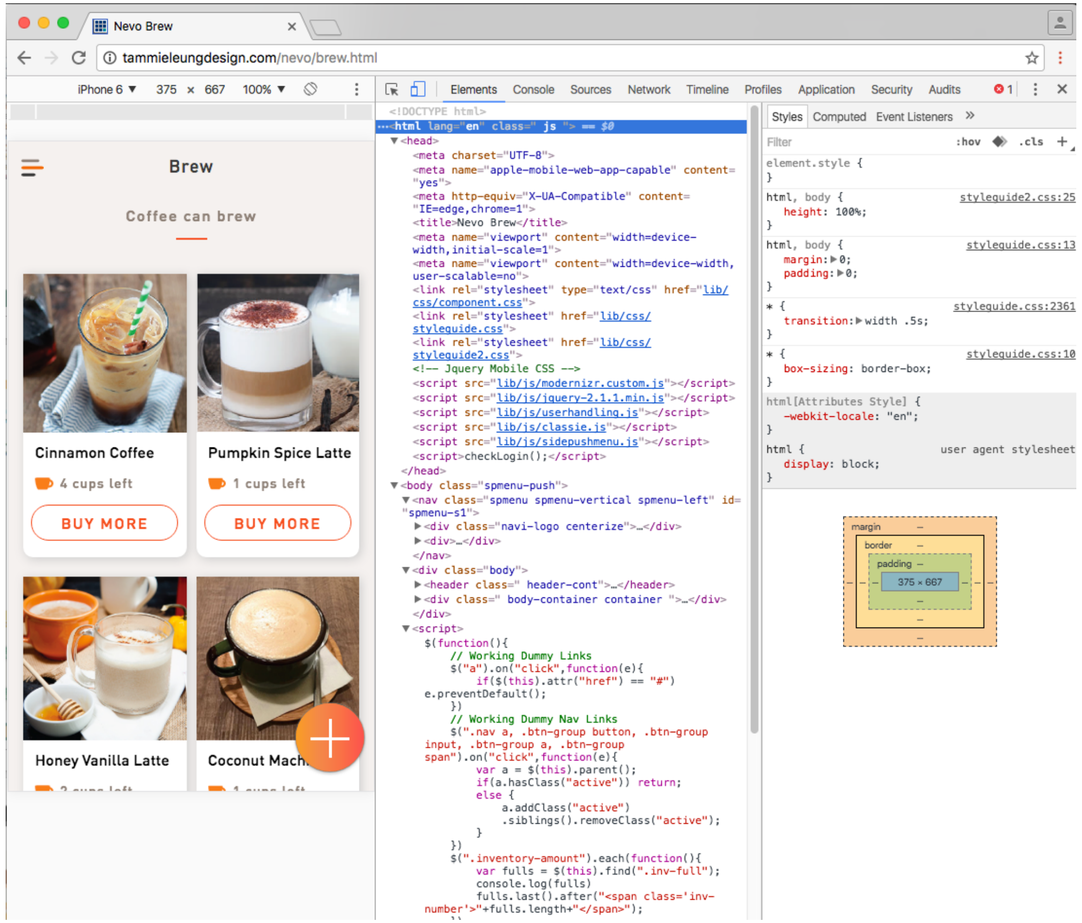
1. We’d like to talk with you today about (  ). We have lots of questions to ask you, and we’re interested in hearing your stories and experiences.

Overview

1. Can you tell us a little about yourself—what you do, hobbies, etc.?
2. Can you tell me when is your last coffee drink? When? What is it?
3. Do you buy it from coffee shop or brew it?
4. Why do you drink coffee? Do you have a habit of drinking?

# GDS: RESPONSIVE WEB HIGHLIGHTS

**GDS RESPONSIVE 1 & 2 JOURNAL:** http://tammieleungdesign.com/thesisjournal/?cat=4

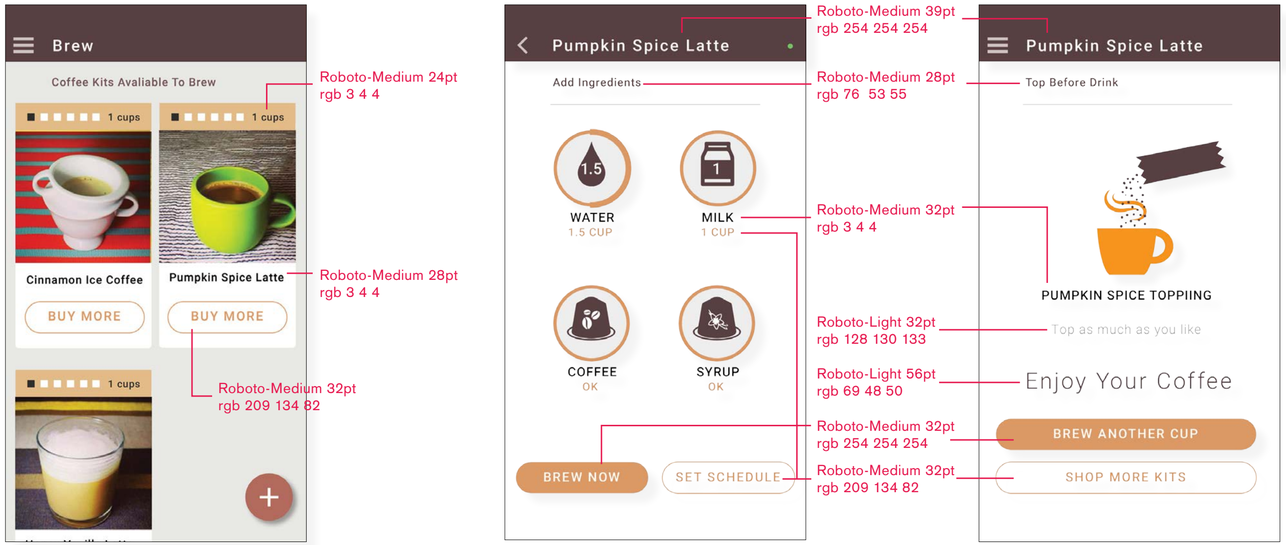



```
382 ▼ <script>
383 ▼     var menuLeft = document.getElementById( 'spmenu-s1' ),
384           menuRight = document.getElementById( 'spmenu-s2' ),
385           showLeftPush = document.getElementById( 'showLeftPush' ),
386           showRightPush = document.getElementById( 'showRightPush' ),
387           body = document.body;
388
389 ▼     showLeftPush.onclick = function() {
390           classie.toggle( this, 'active' );
391           classie.toggle( body, 'spmenu-push-toright' );
392           classie.toggle( menuLeft, 'spmenu-open' );
393           disableOther( 'showLeftPush' );
394       };
395 ▼     showRightPush.onclick = function() {
396           classie.toggle( this, 'active' );
397           classie.toggle( body, 'spmenu-push-toleft' );
398           classie.toggle( menuRight, 'spmenu-open' );
399           disableOther( 'showRightPush' );
400       };
401 ▼     function disableOther( button ) {
402           if( button !== 'showLeftPush' ) {
403               classie.toggle( showLeftPush, 'disabled' );
404           }
405           if( button !== 'showRightPush' ) {
406               classie.toggle( showRightPush, 'disabled' );
407           }
408       }
409   </script>
```

```
4   function checkLogin(){
5       if(!localStorage['loggedin']) location.href = "login.html";
6   }
7
8   function gotoHomeBase (){
9       if(localStorage['schedule']!=undefined ) location.href = "edit.html";
10      else location.href = "brew.html";
11  }
12
13  $(function(){
14      $("#form-login").on("submit",function(e){
15          e.preventDefault();
16          $.ajax({
17              url:"login.php",
18              type:"post",
19              dataType:"json",
20              data:$(this).serialize()
21          })
22          .done(function(d){
23              console.log(d)
24              if(d.code) {
```

# GDS: VISUAL DESIGN HIGHLIGHTS

**GDS VISUAL JOURNAL:** http://tammieleungdesign.com/thesisjournal/?cat=3




NEVO

NEVO

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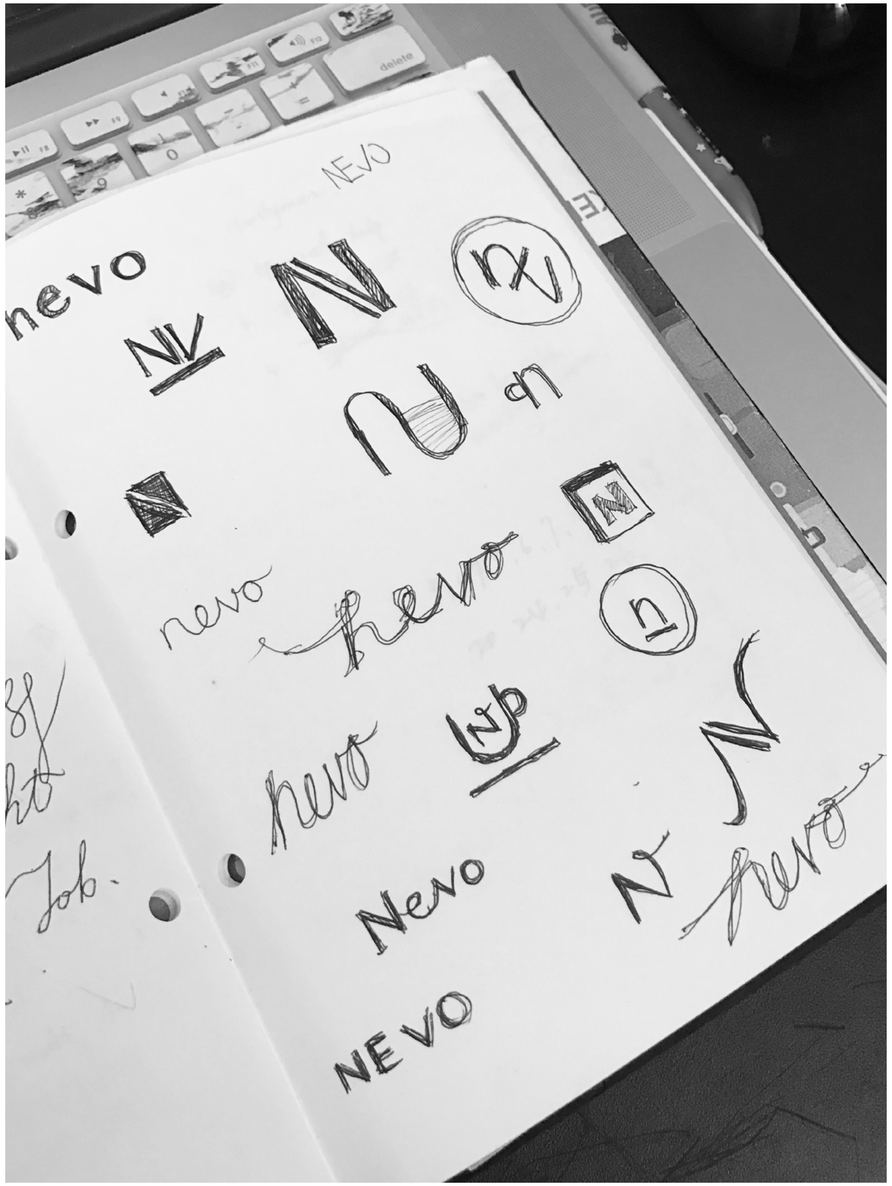
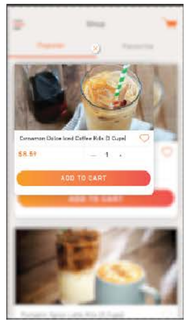


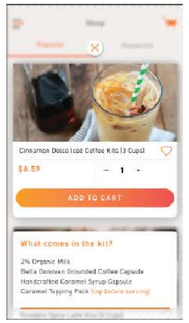
# GDS: MOTION GRAPHICS HIGHLIGHTS

**GDS MOTION JOURNAL:** http://tammieleungdesign.com/thesisjournal/?cat=5

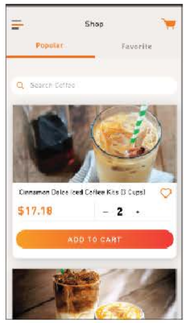
enlarging detail



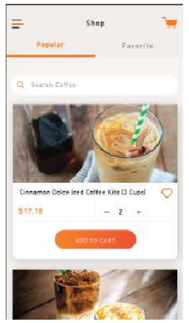
complete enlarge



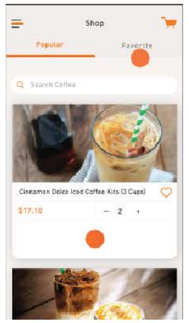
increase qty



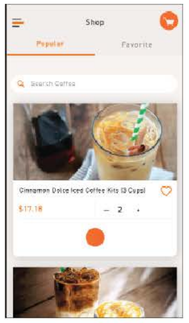

add to cart btn annimate



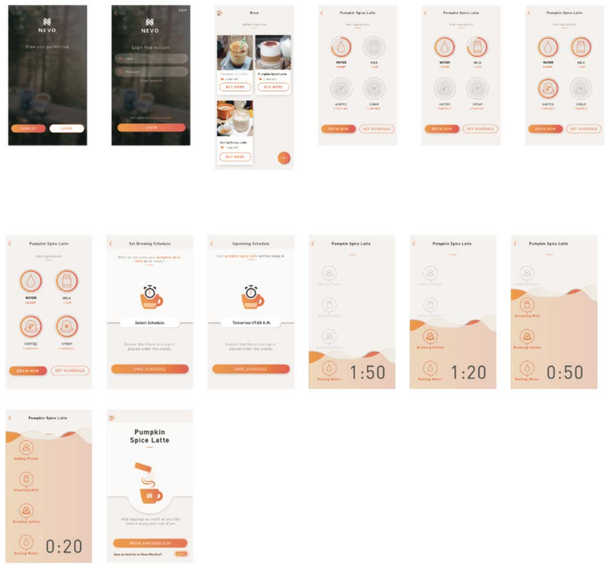

add to cart btn annimate

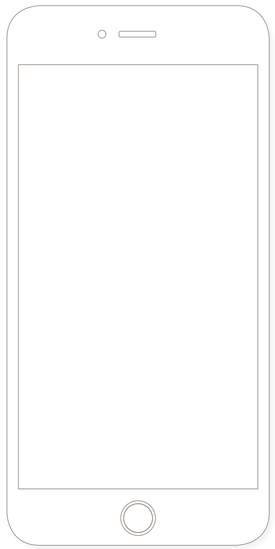



add to cart btn annimate




**Task 1: Return user Brew Coffee**



# FUTURE DEVELOPMENT

## SUBSCRIPTION FEATURES

This is a concept product projects which maybe hard to be complete in the real world. But I believe that it is a possible idea in the future.
If this project will become real, I would like to extend it to a real company with a business model. I would like to add the weekly subscription features for coffee lovers that they can have regular delivery of coffee kit. This require a visual design which can logically guide user to have the choice of coffee kit if they want; if not it will automatically select for them. This will definitely help coffee lovers to enjoy the brewing experiences everyday more.

# FUTURE DEVELOPMENT

## SMARTWATCH

With the rapid growth of gadget, wearable devices have also raise the attention in the technology field. I am hoping to see Nevo being adapted into smartwatch in the near future.

# CONCLUSION

There are 150 millions of coffee drinkers in the United State and there is an average of 3.1 cups of coffee drinks are consumed per day. The coffee drinks market has a huge consumption and yet how much coffee lovers can and will brew their own coffee drinks by themselves when there are so many different brewing equipment and brewing methods. It is understandable that brewing a coffee can be easy and hard, it depends on the equipment and the recipes. Moreover, there is not a single coffee machine or equipment can brew most kind of coffee beverages. My thesis project, Nevo, is designed for coffee lovers who would like to drink different kinds of coffee drinks and would like to brew it by themselves. This one single concept can help them to brew their coffee drinks precisely and tasty. It also provides scheduling features and pre-measured coffee kit ordering which helps coffee lovers to have a better brewing experiences. A comprehensive coffee experiences will helps a coffee lover to have a great start of the day when more than 60% of the coffee lovers in the United States claimed to need a coffee to start the day.

## UX Challenges

At the early stages of building Nevo, I learned a lot through different kinds of market researches. Survey, interviews, user testing and reading helps me to build up my concept and receive many useful feedbacks on how to edit the experiences for users' need. In this stage, I mainly focusing on defining the task flow for target audiences' need and goals.

## UI Challenges

When more and more detail defining the user experiences, the user interface will also be changing. More user testings are conducted in oder to layout an effective interface which will not be confusing. I realized that the users' think and behave will be affected with the visual design.

## Technical Challenges

The biggest challenges will be building it in actual code. This is a concept project, where many areas are not meant to be code. The combination of real codes and animation are necessary in order to demonstrate a full experience to elaborate the project tasks. A real big thank you for my coding instructor who helps me so much to create many beautiful quires in the codes.

## Future of Nevo

Although this project is a conceptualized topic which the site are not fully functional, I believe there is a possibilities that there will be a similar idea of real product will be invented and launched in the near future. I am hoping to see Nevo or similar products will be coming out in the real market for coffee lovers.

# BIBLIOGRAPHY

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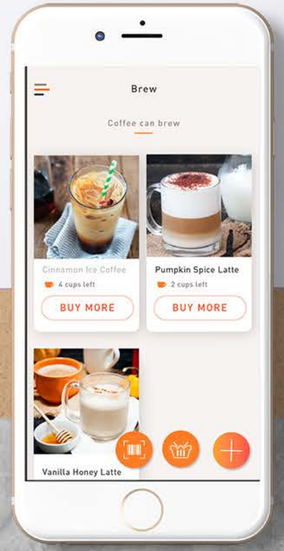

# LINKS

- LINK TO **NEVO SLIDE**
- LINK TO **NEVO PROTOTYPE**
- LINK TO **PROGRESS BLOG**
- LINK TO **PORTFOLIO**