FINAL REVIEW

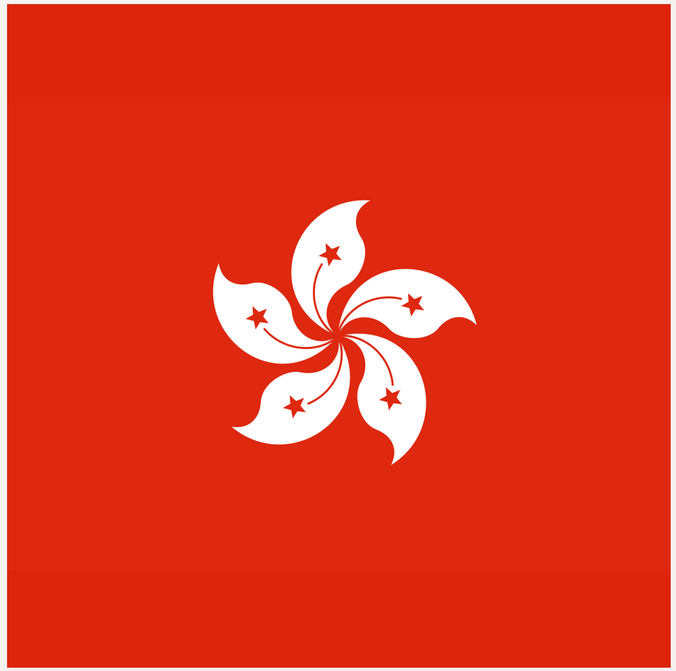
BY TAMMIE LEUNG • 03275222

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

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

NEVO

TAMMIE LEUNG



PORTFOLIO

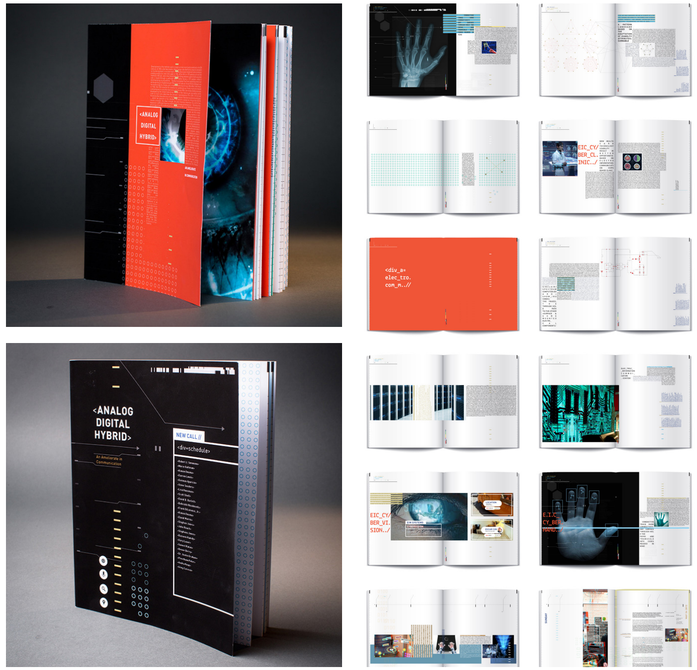
ONLINE PORTFOLIO: WWW.TAMMIELEUNG.COM

DIM SUM POP

http://www.tammieleungdesign.com/portfolio/dimsumpop

NEARO

http://www.tammieleungdesign.com/portfolio/nearo



ANALOG DIGITAL HYBRID

http://www.tammieleungdesign.com/portfolio/549

ELEVATOR PITCH

Nevo is an espresso drink brewing system for coffee lovers who want to brew different kinds of espresso drinks but have few brewing skills, and they want to have fun brewing expereinces.

ESPRESSO DRINKS INGREDIENTS

(TALL/12 FLAT OZ.)

	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

BREWING EQUIPMENT

	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 • Easy to Use • Convenient	Best quality of coffee	• Convenient • Very easy to use • Very easy clean-up	• Easy to use • Very easy clean-up • Decent cup of coffee	• More control over technique • Stronger flavor	• More control over technique • Stronger flavor
Cons	Doesn't make the best cup of coffee	• Requires high technique • Unpractical for daily use • Expensive	• Expensive	• Potential to overflow • Make a mess • Only makes one cup at a time, overly involved	• Messy clean-up • Time consuming	• Messy clean-up • 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/

PROBLEMS

- Espresso Drinks
- Brewing Equipment
- Brewing Skills
- Quality of Ingredients
- Mess & Waste

SOLUTION

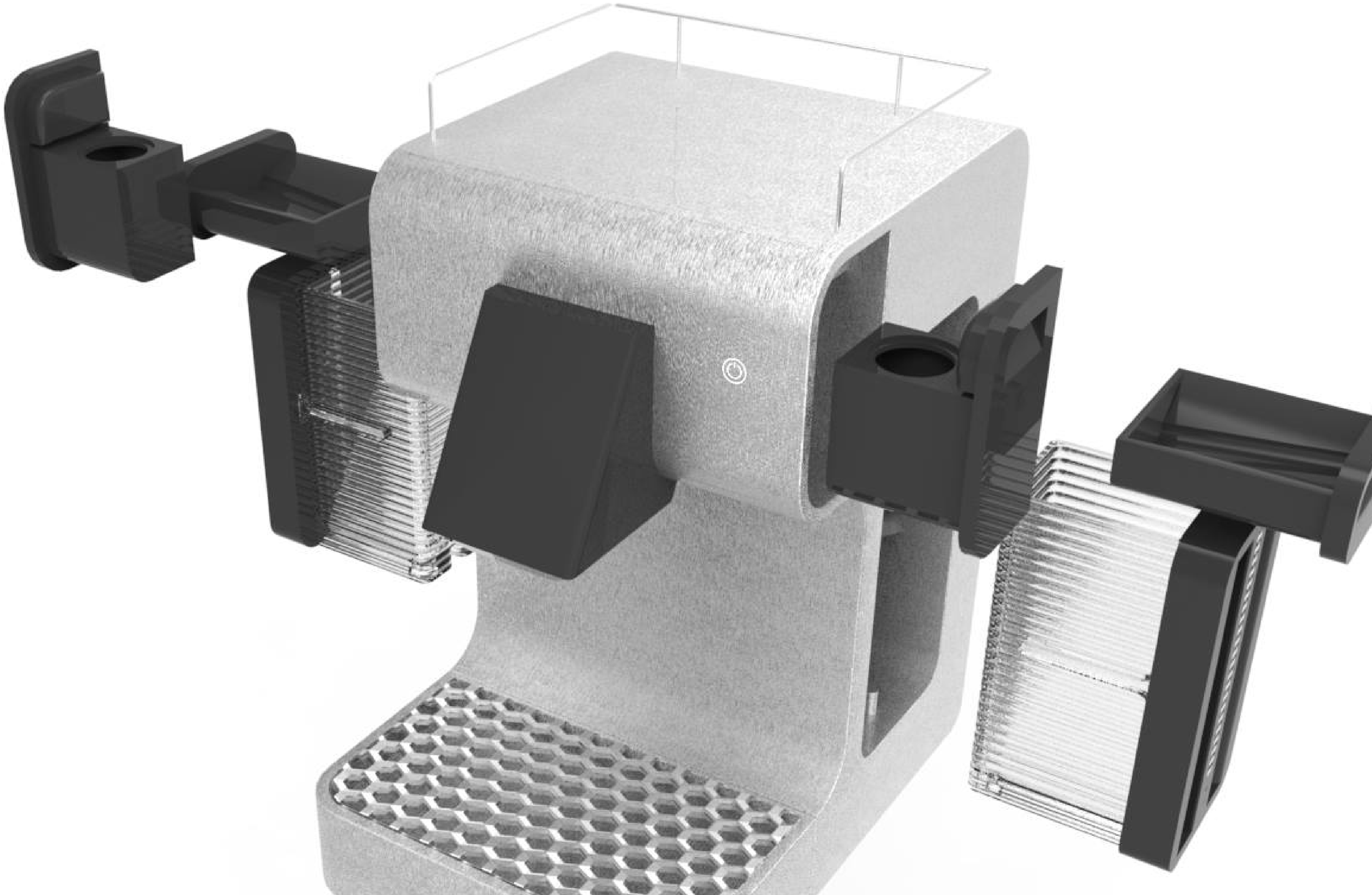
Smartphone Connection

Pre-measured Ingredient Coffee Kit

Coffee Kit Stock Management

Brewing Schedule

NEVO MACHINE



COFFEE KIT

NEVO
Bella Donova Coffee
NEVO
Caramel Syrup
NEVO
ORGANIC MILK
NEVO
ORGANIC MILK
NEVO
NEVO

PERSONA 1

KEVIN STEPHENS

Age: 44

Occupation: C.E.O.

Income: $200,000+

Working hours: 40 or more / week

Coffee habit:

- Drinks different espresso drinks every day
- Enjoys having a higher value cup of coffee

“This is a new smart coffee machine. It looks like a great fit for me”

SCENARIO 1

“This is a new smart coffee machine. It looks like a great fit for me”

KEVIN STEPHENS

Kevin likes to explore new innovatively designed products. He recently purchased the Nevo system for his smart kitchen collection.

He has bought the Nevo machine and a coffee kit. He wants to set up the machine and brew his first Nevo coffee.

PROOF OF CONCEPT 1

FOR BETTER RESOLUTION:

HTTPS://VIMEO.COM/TAMM

TASK 1

Create Account Setup Machine

PROOF OF CONCEPT 2

FOR BETTER RESOLUTION:

HTTPS://VIMEO.COM/TAMM

TASK 2

Brew Coffee Drink

PERSONA 2

HEATHER DAVIS

Age: 38

Occupation: Bookkeeper

Income: $70,000

Working hours: 40 / week

Coffee habit:

- Drinks a cup of coffee every Morning
- Likes espresso drinks
- Like trying different drinks and ingredients

> **The coffee kit helps me reduce grocery time and preparation time**

SCENARIO 2

HEATHER DAVIS

Heather likes to try different kinds of espresso beverages. However, it will take too much time grocery shopping to get different ingredients for every recipe.

“The coffee kit helps me reduce grocery time and preparation time”

With Nevo, she chooses her coffee kits and places an order easily on the app.

PROOF OF CONCEPT 3

FOR BETTER RESOLUTION:

HTTPS://VIMEO.COM/TAMM

TASK 3

Shop For Coffee Kit

CLICKABLE PROTOTYPE

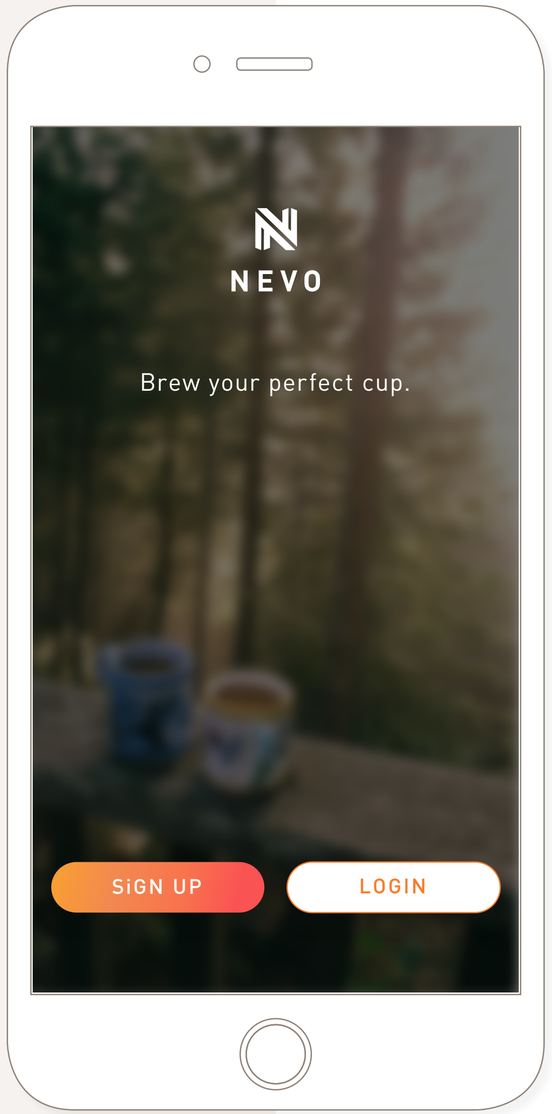
tammieleungdesign.com/nevo

Desktop and laptop

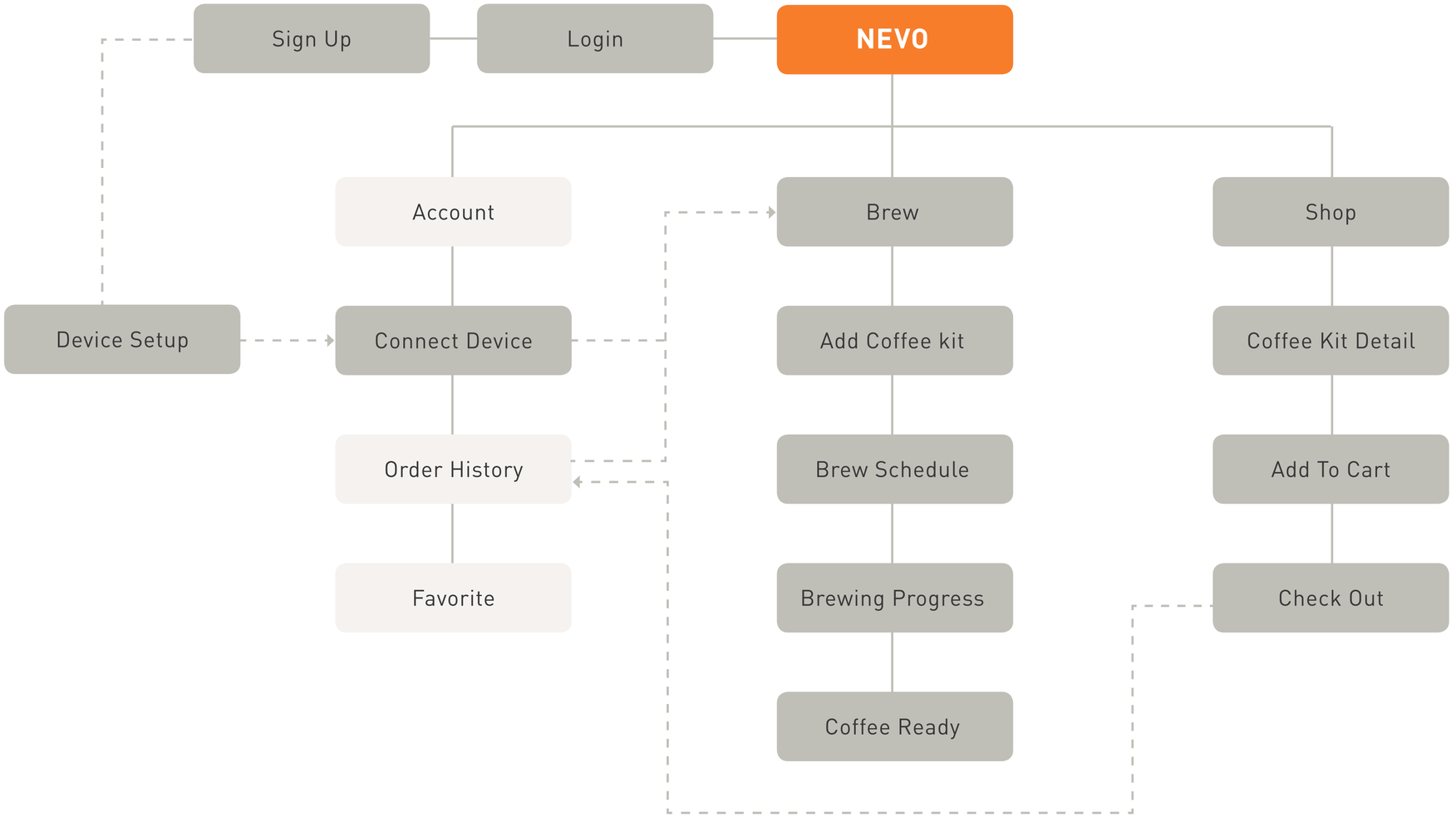
Please open the prototype in Google Chrome and follow the steps to view the prototype properly. Chrome → Open the link → Inspect element (right click) → Click the phone button (top left) → Device: Apple Iphone 6

Iphone

Open the above link in browser and view



INFORMATION ARCHITECTURE



Main Task Flow

UX PROCESS

RESEARCH

Https://www.hsph.harvard.edu/news/multimedia-article/facts/
Http://statistician/coffee-drinking-statistics/

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

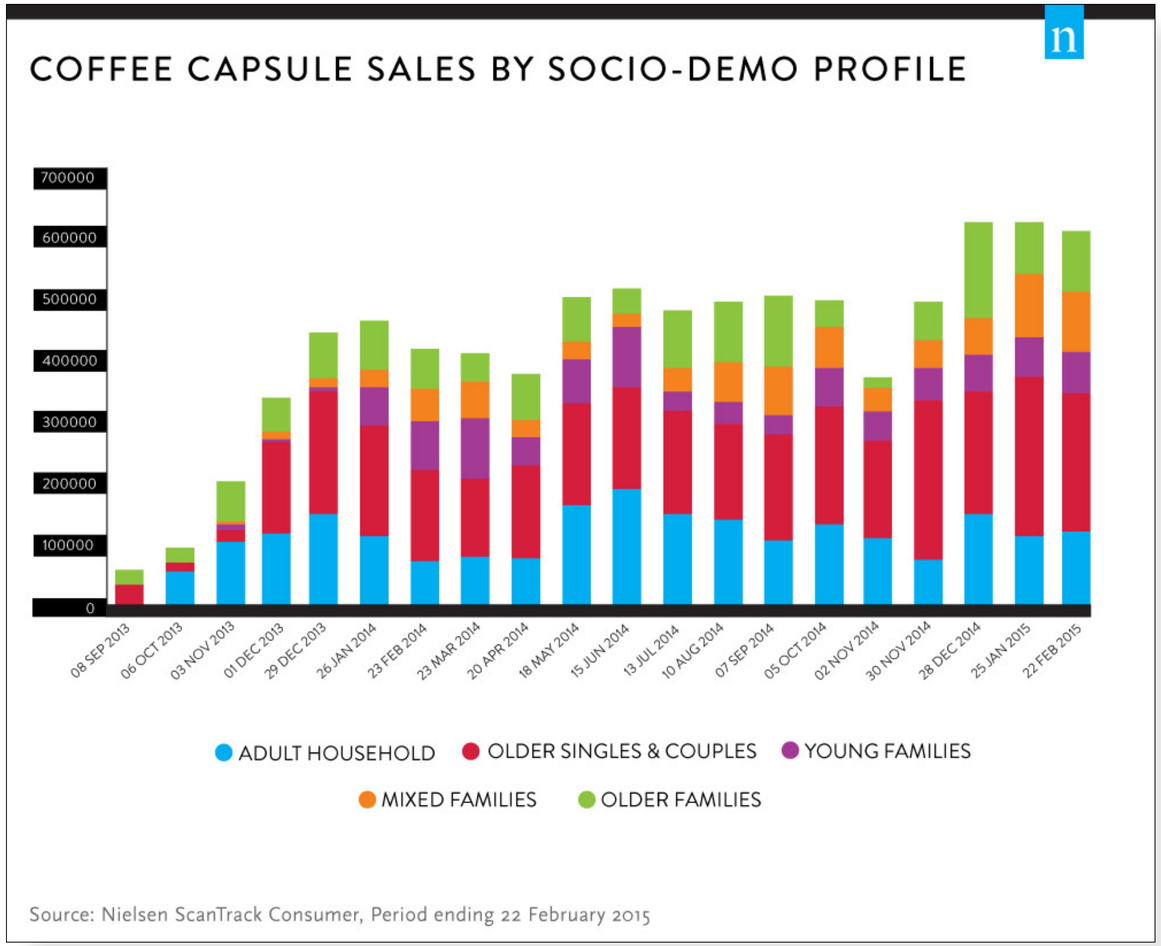
65%
of Americans drink coffee at breakfast

60%
of coffee drinkers claim to need a cup of coffee to start the day

RESEARCH

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

- Coffee Capsule: Sales growth of 200%
- High income household



INTERVIEW

Yang Zhang

- Starbucks Barista
- 2 years expereinces

PRIMARY AUDIENCE

COFFEE LOVERS

Daily drinker of espresso beverages

Preference for flavor options

Sophisticated consumer

Willing to pay more

32—50 years old

Works busily

Relatively higher income

GOALS

Caffeine in-take to start the day

Espresso drinks options

Simpler brewing process

Require lower brewing skills

Brewing scheduling

Online shopping for ingredients

COMPETITORS 1

NESPRESSO

Pros

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

Cons

- Less energetic look & feel
- Brew only espresso
- Confusing timer interface
- Ccrowded design on main screen

COMPETITORS

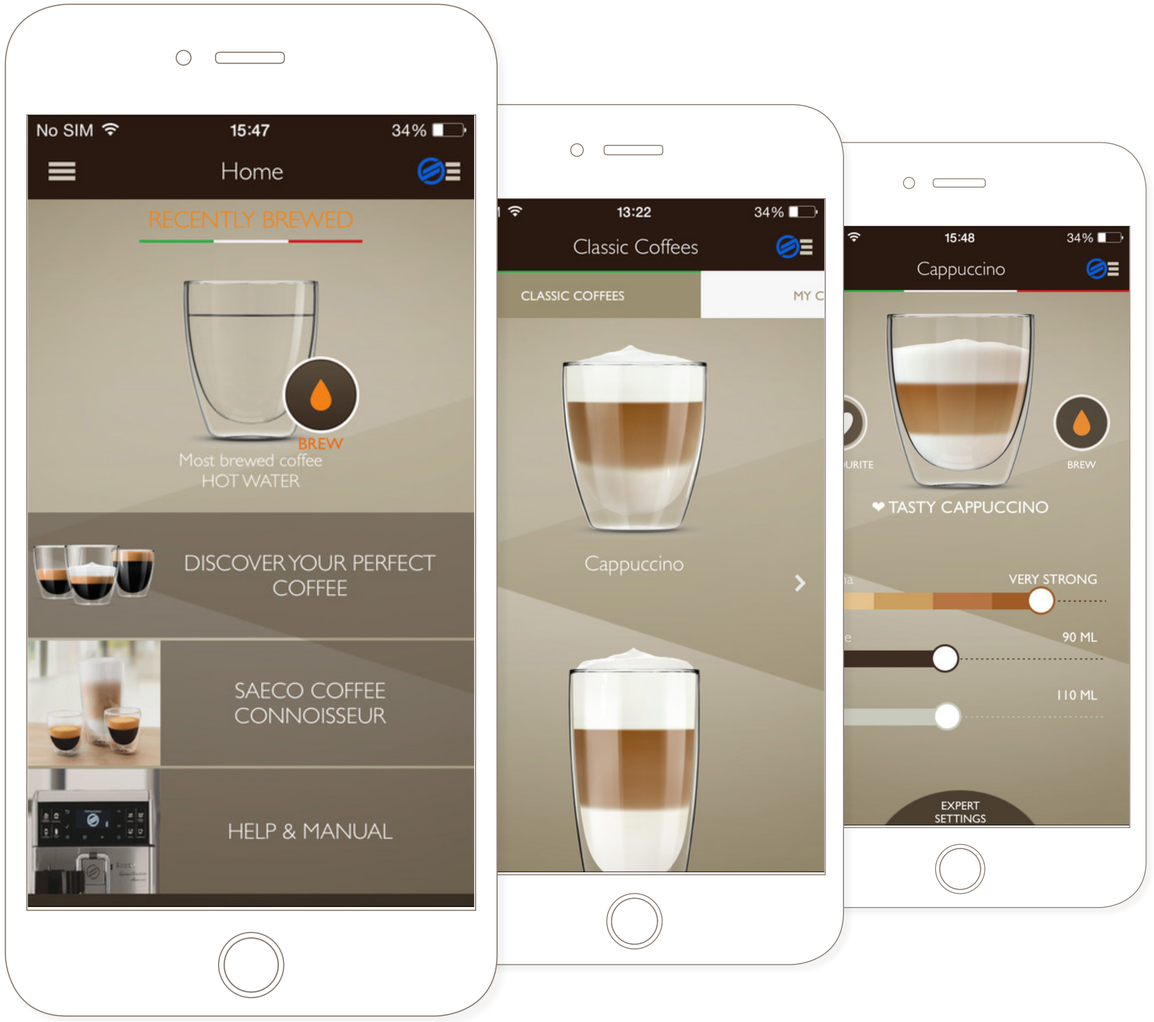
SAECO AVANTI

Pros

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

Cons

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



COMPARISON

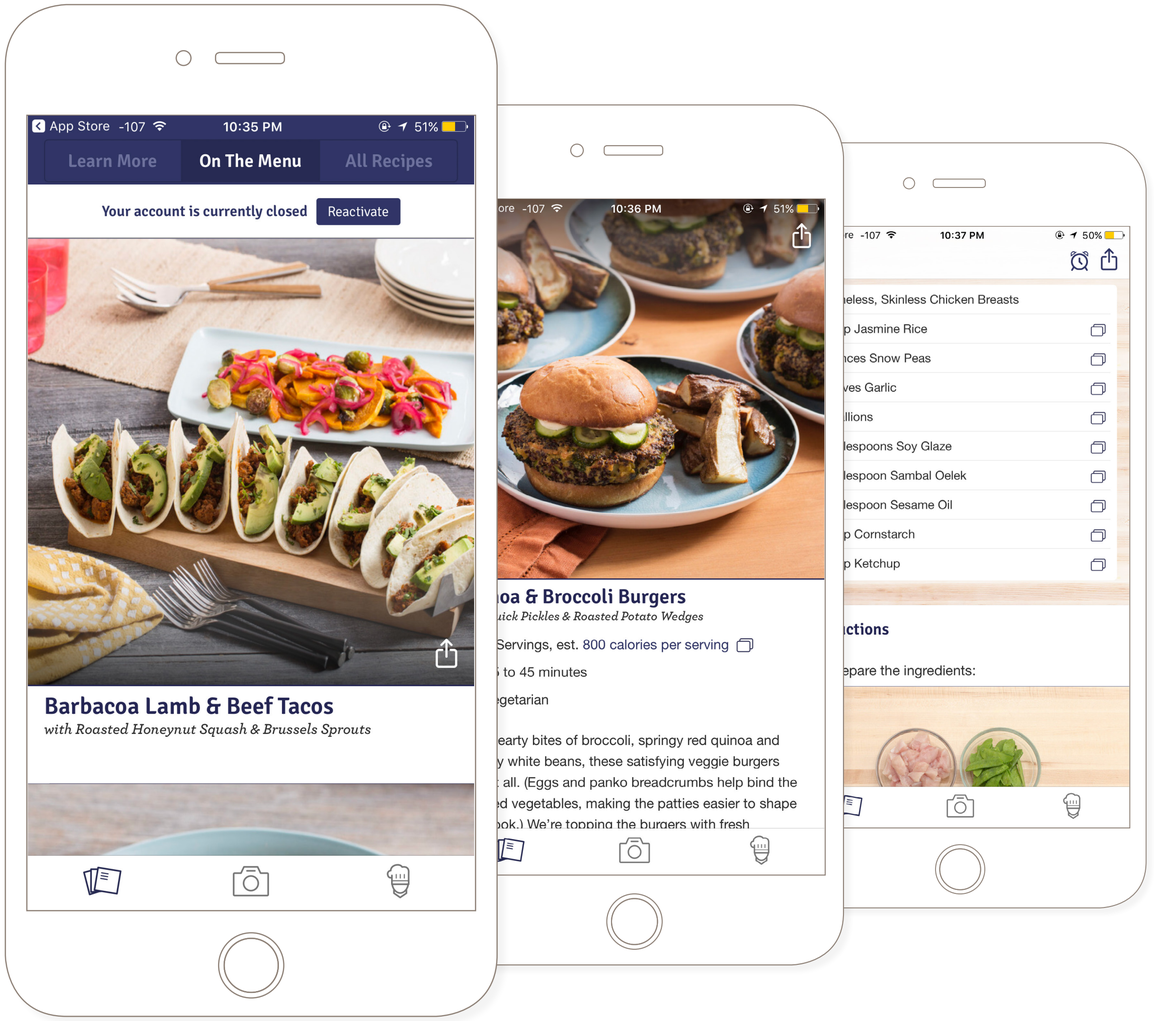
	Mr. Coffee Coffee Maker	Breville Barista Express	Nespresso® Pixie Espresso Machine	illy® Francis Espresso Machine	Jura Z6 Auto Coffee Center	Nevo Coffee Machine
Water Tank Monitor	✗	✗	✗	✓	✗	✓
Machine Maintain Alert	✗	✗	✓	✓	✓	✗
Espresso / Other Espresso Drinks	✓ / ✗	✓ / ✓	✓ / ✗	✓ / ✓	✓ / ✓	✓ / ✓
Brew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

INSPIRATIONS

BLUE APRON

Inspiration Features

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

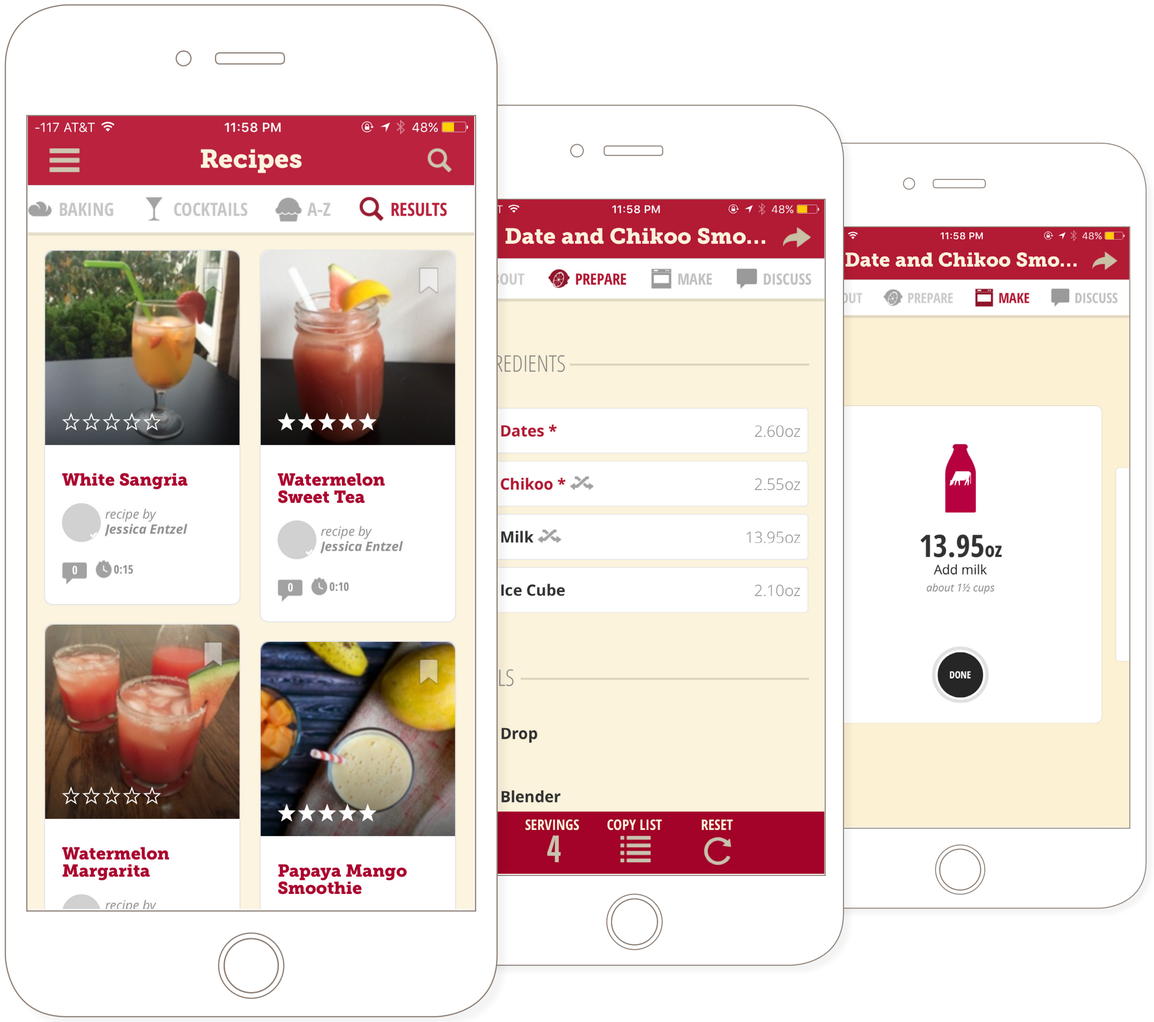


INSPIRATIONS

DROP RECIPE

Inspiration Features

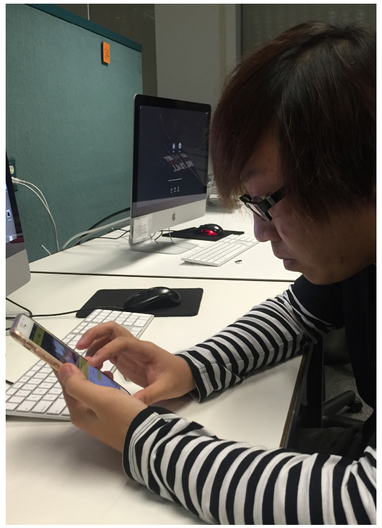
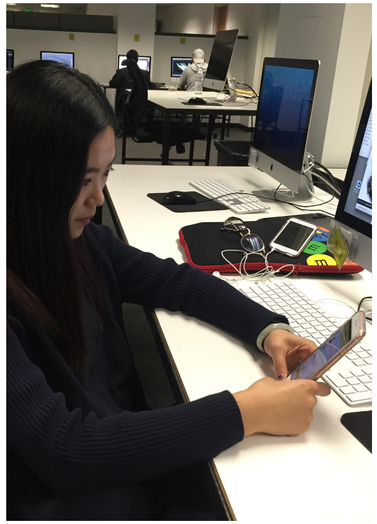
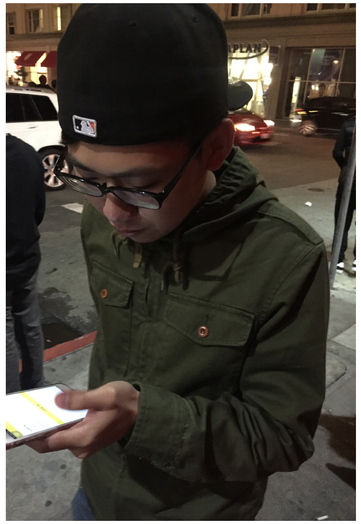
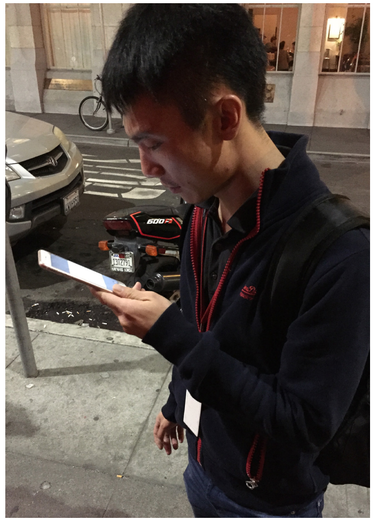
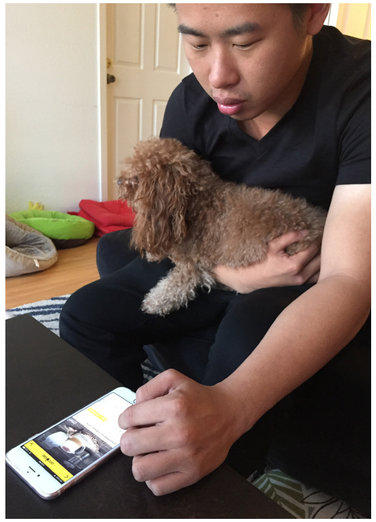
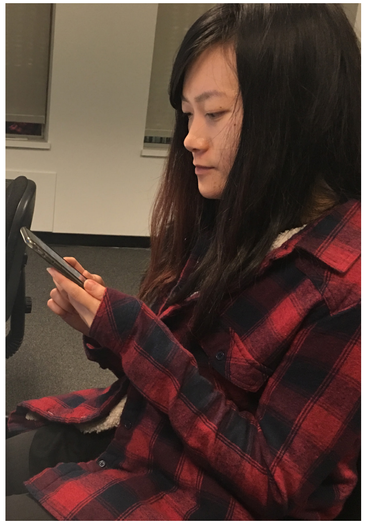
- Wireless connect with the Drop Scale
- Responsive scaling and volume detecting
- In-app timer
- Ensure perfect preparation
- Cooking experiences

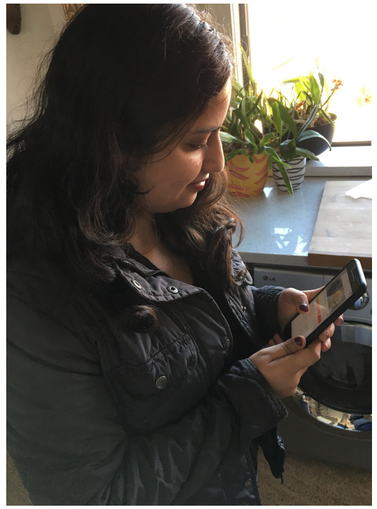


TESTING PROCESS

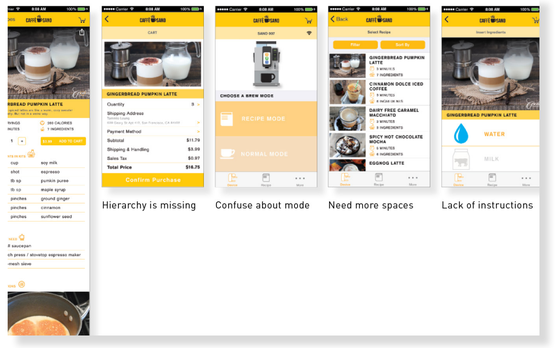
Phase	Time	Participants	Testing Type
Narrow Down the Market	September 2015	1 sales in coffee boutique	Brain Storming
Interview with Coffee Lovers & Brewing Device Customers	September 2015	3 students & 3 professional adults	Interview
Card Sorting	September 2015	3 students	Interview
Low-Fidelity Prototype (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

USER TESTING

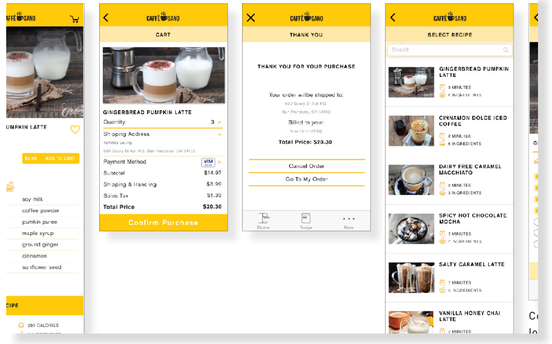









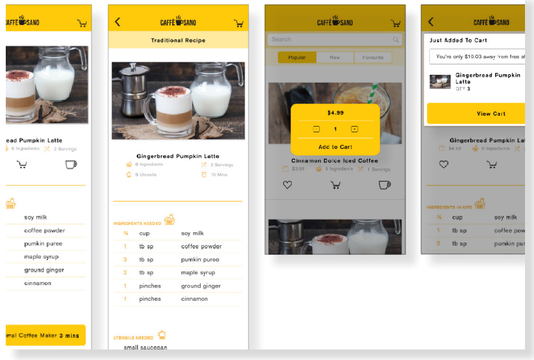
USER TESTING



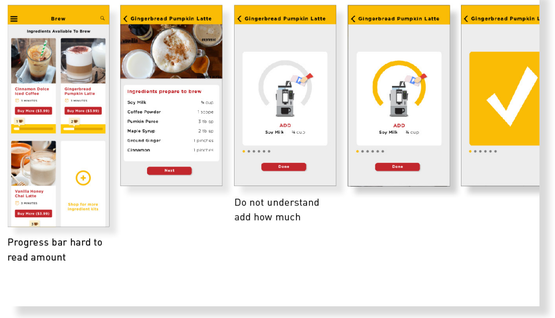
Round 1



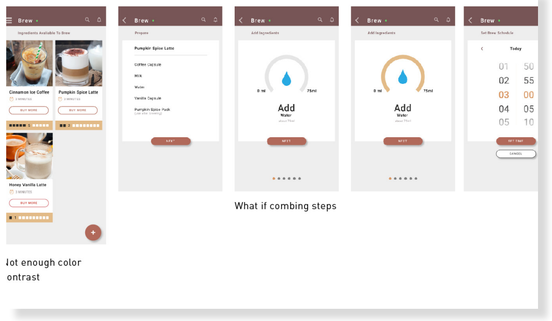
Round 2



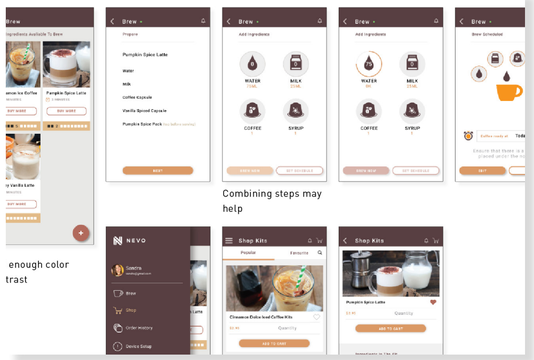
Round 3



Round 4



Round 5



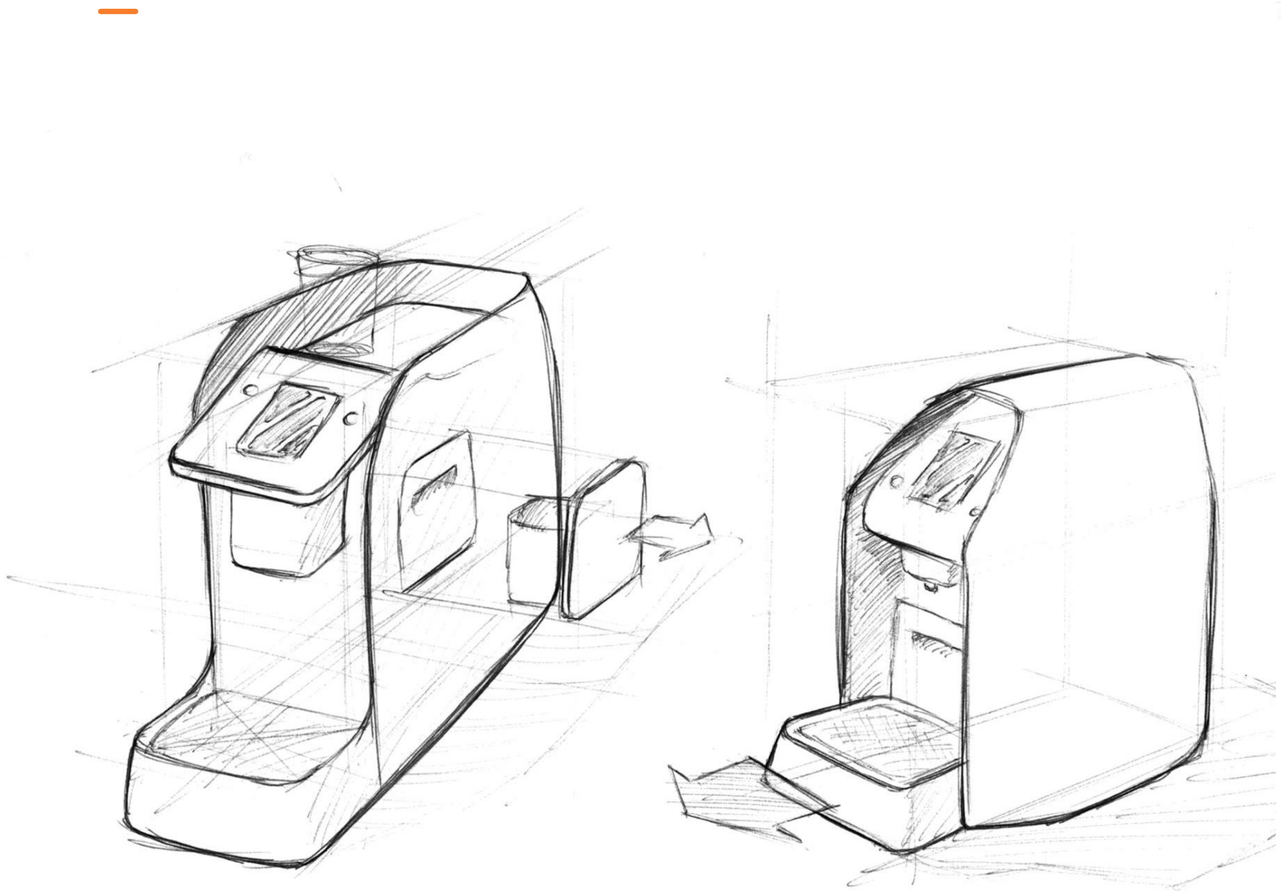
Round 6

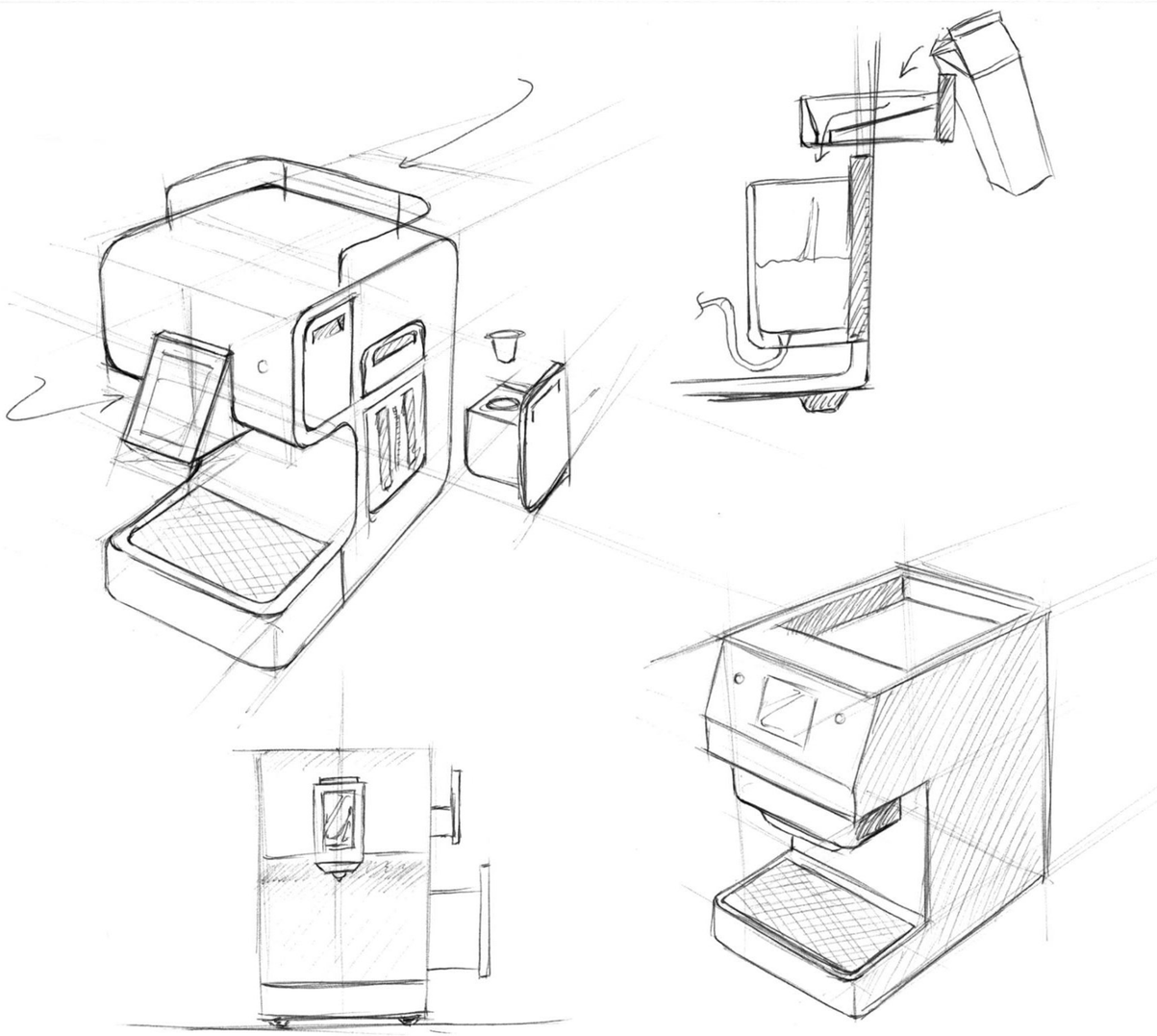
TEST RESULTS

- Bigger buttons
- More white space
- Avoid boring steps
- Simple, effective instructions
- Brewing experiences
- Simpler interface
- Energetic color & contrast
- Sophisticated layout
- Avoid cliches style

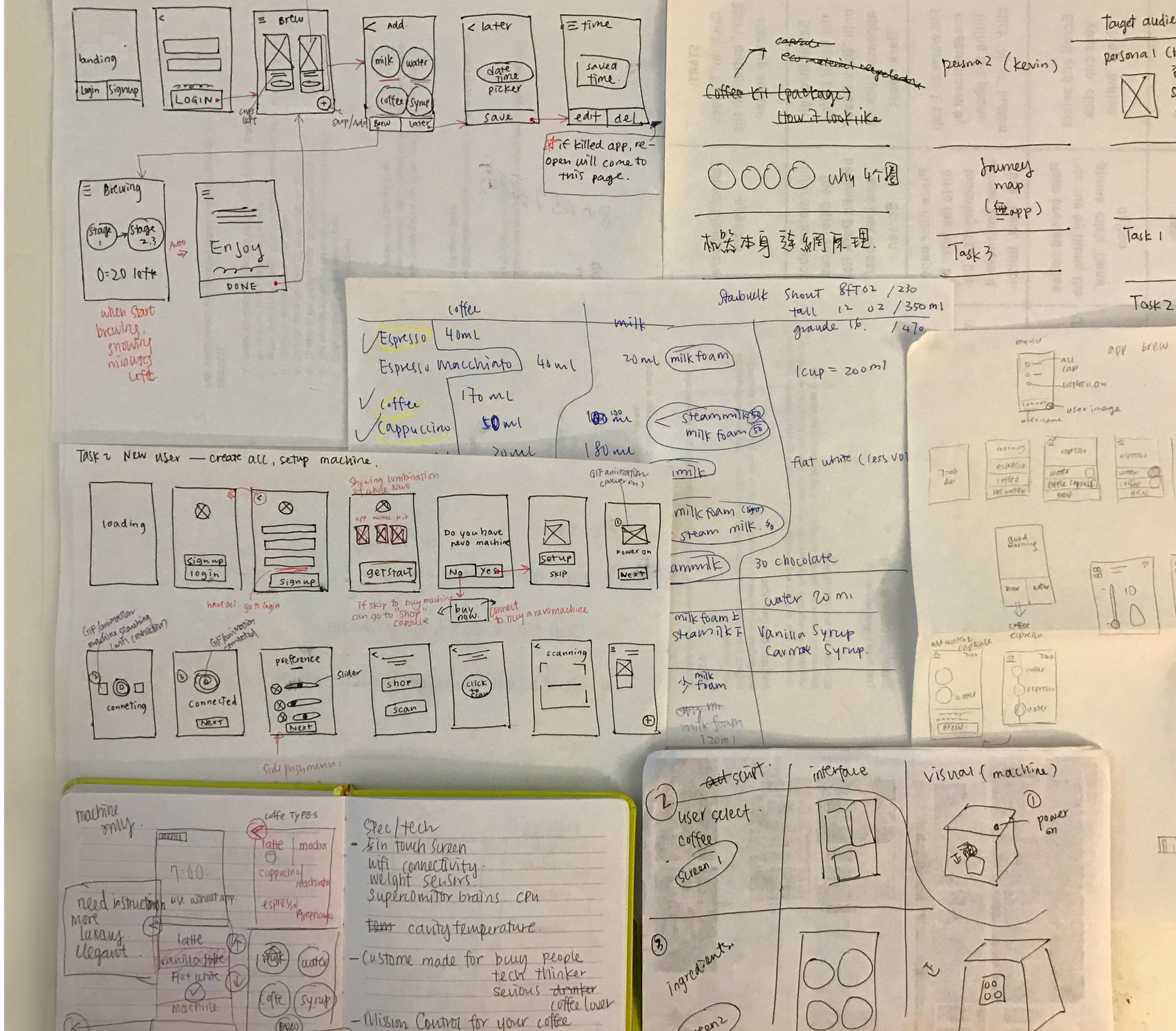
UI PROGRESS

MACHINE SKETCHES



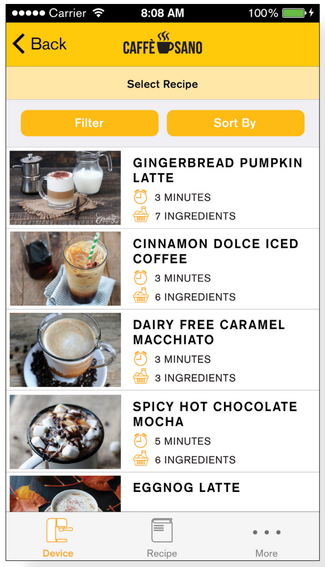


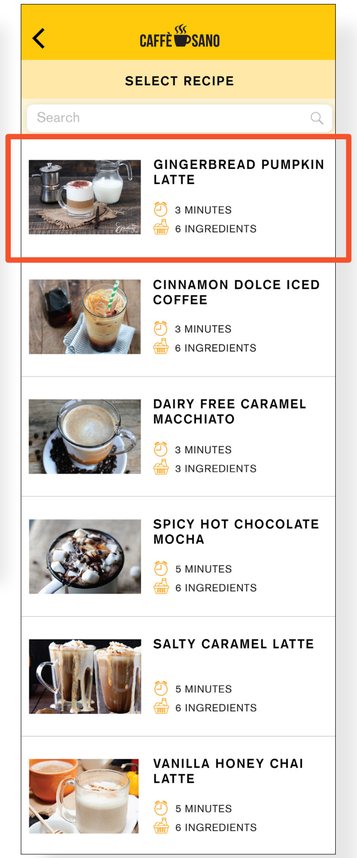
WIREFRAME SKETCHES

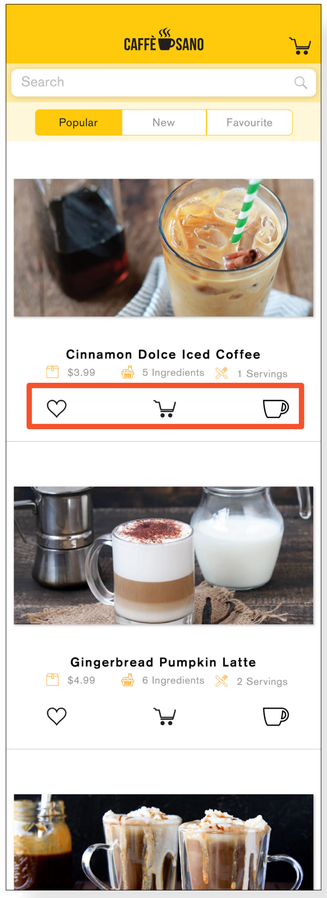


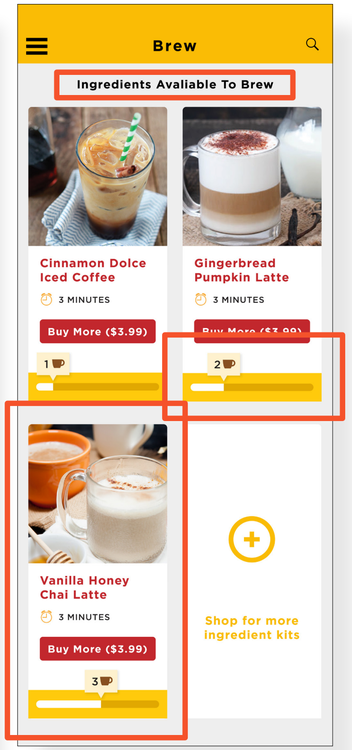
UI DESIGN : BREW

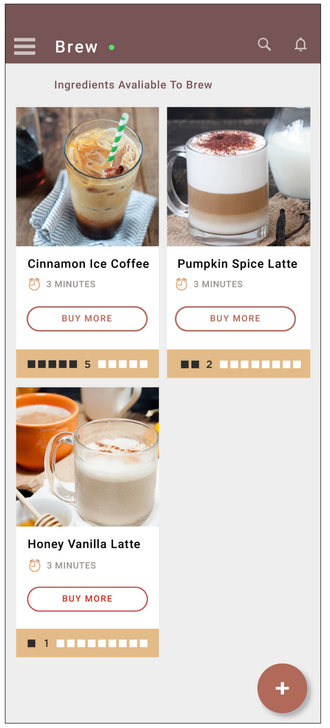
FINAL

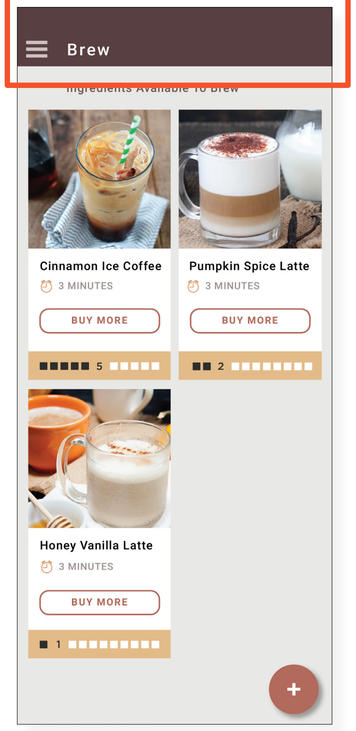


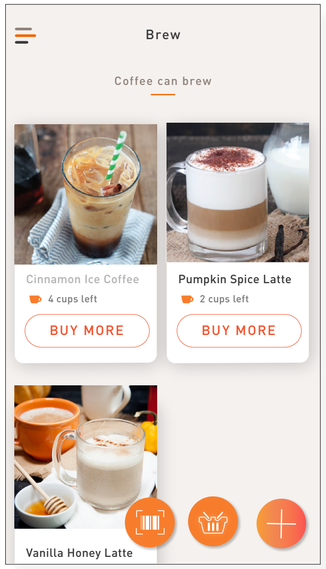






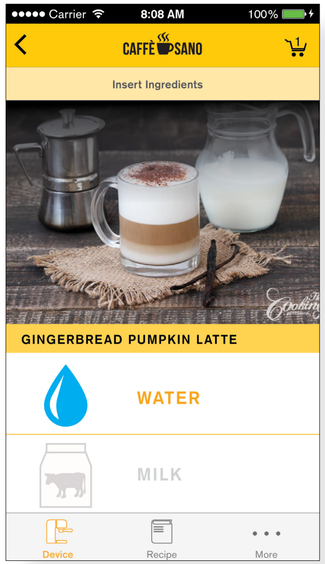


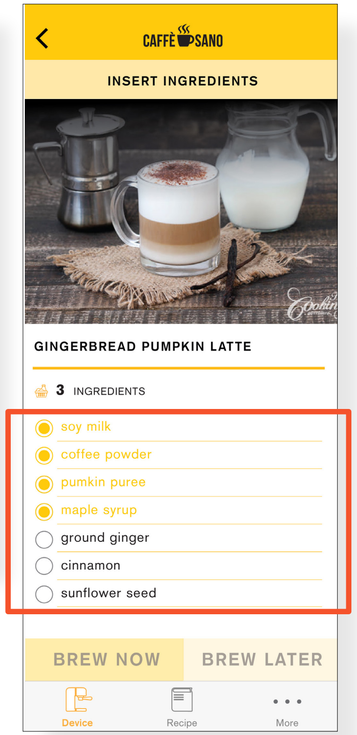


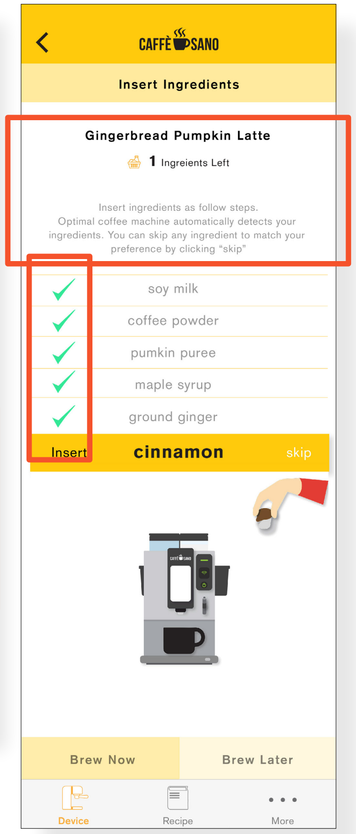


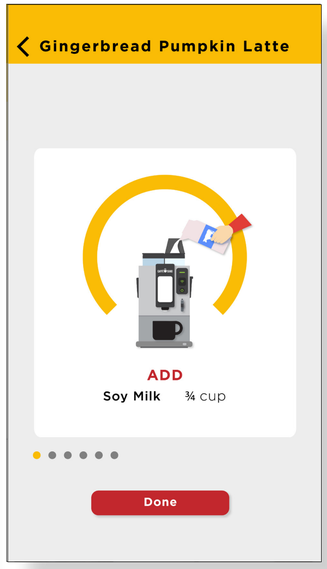
UI DESIGN : ADD

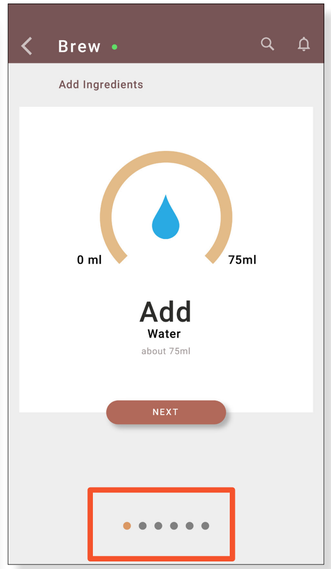
FINAL

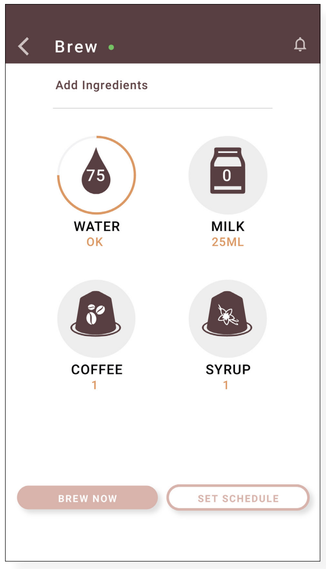


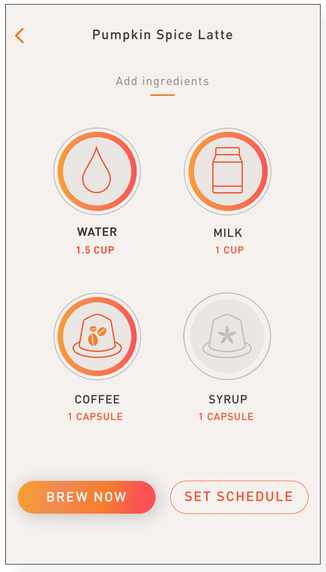






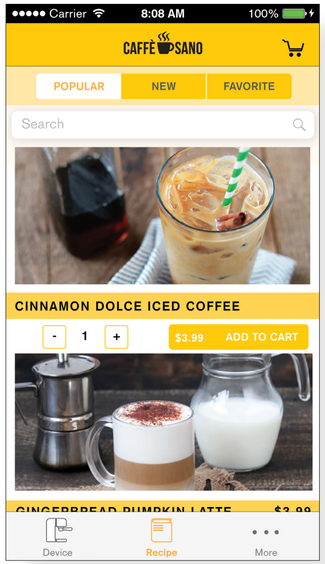


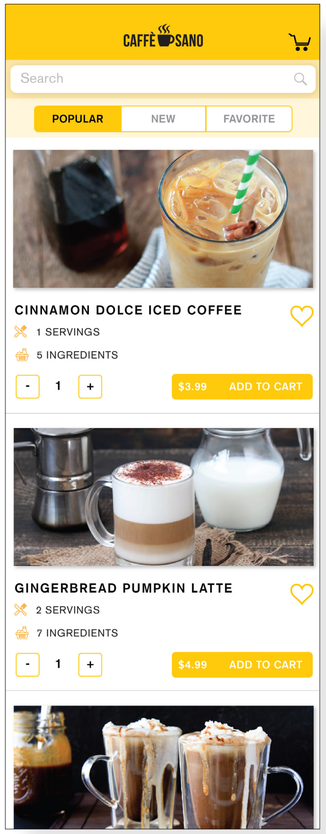


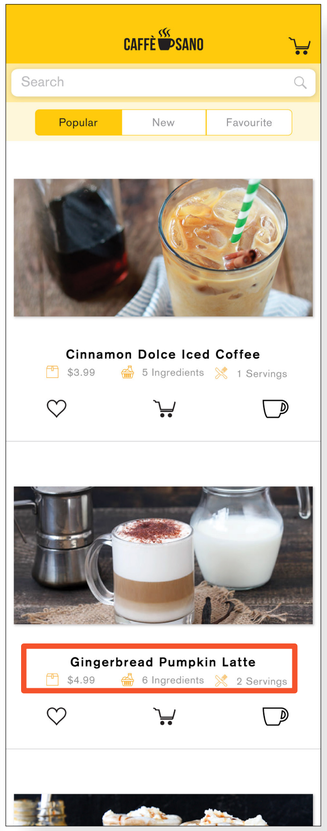


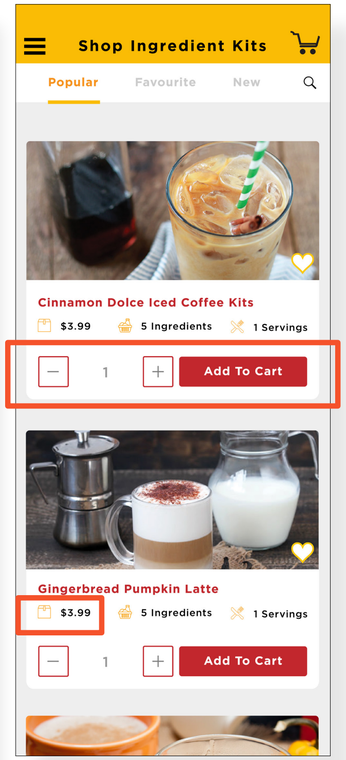
UI DESIGN : SHOP

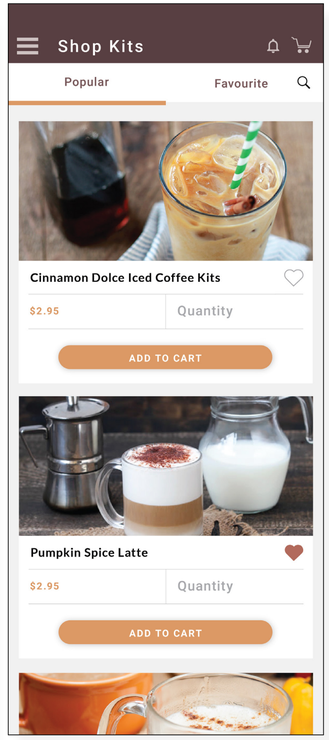
FINAL

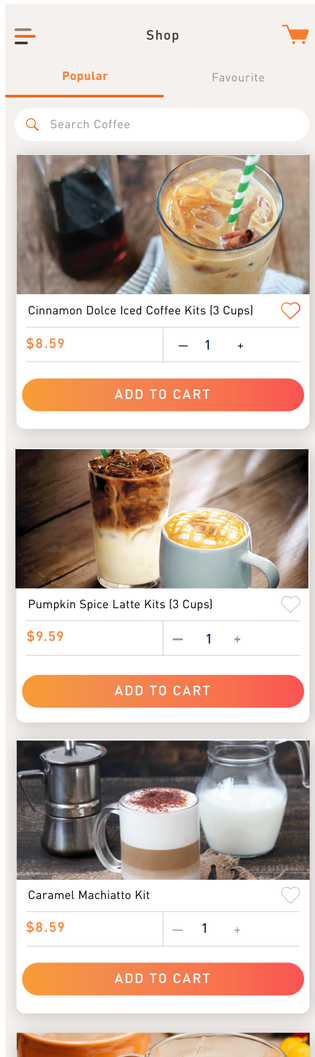






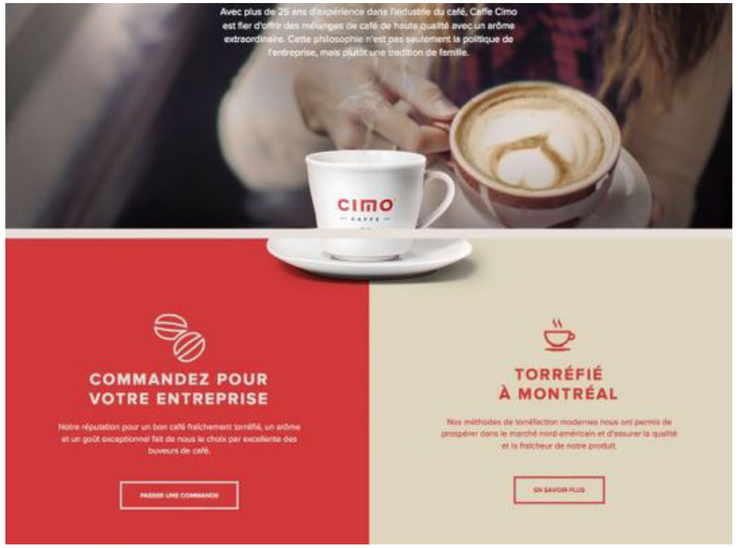






MOOD BOARD

HERMETIK
23


Avec plus de 25 ans d'expérience dans l'industrie du café, Caffe Cimo est fier d'offrir des mélanges de café de haute qualité avec un arôme extraordinaire. Cette philosophie n'est pas seulement la politique de l'entreprise, mais plutôt une tradition de famille.
cimo
COMMANDEZ POUR VOTRE ENTREPRISE
Notre réputation pour un bon café fraîchement torréfié, un arôme et un goût exceptionnel fait de nous le choix par excellente des buveurs de café.
PASSER UNE COMMANDE
TORRÉFIÉ À MONTRÉAL
Nos méthodes de torréfaction modernes nous ont permis de prospérer dans le marché nord-américain et d'assurer la qualité et la fraîcheur de notre produit.
EN SAVOIR PLUS

BALLY

TRAWOR MARITIME CORP.

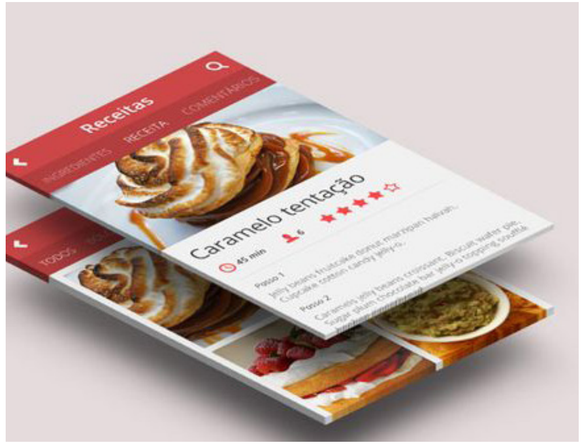
FUTURE OF WEB DESIGN
13 – 15 MAY 2013, LONDON
THE 7TH ANNUAL FOWD PROUDLY PRESENTS THREE DAYS OF CUTTING-EDGE LEARNING AND INSPIRATIO

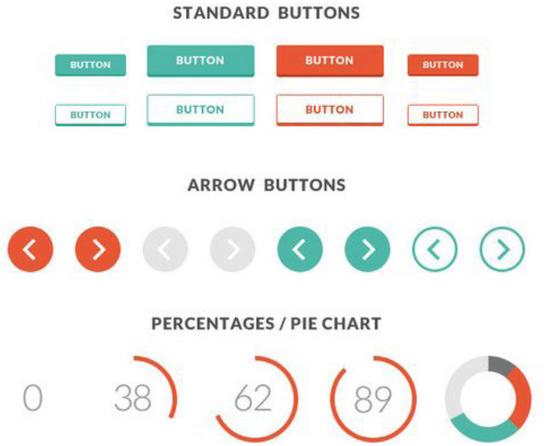
We effectively connect two business attitudes
Become an investor
Submit a project
SpeedUp in numbers
78
23
37

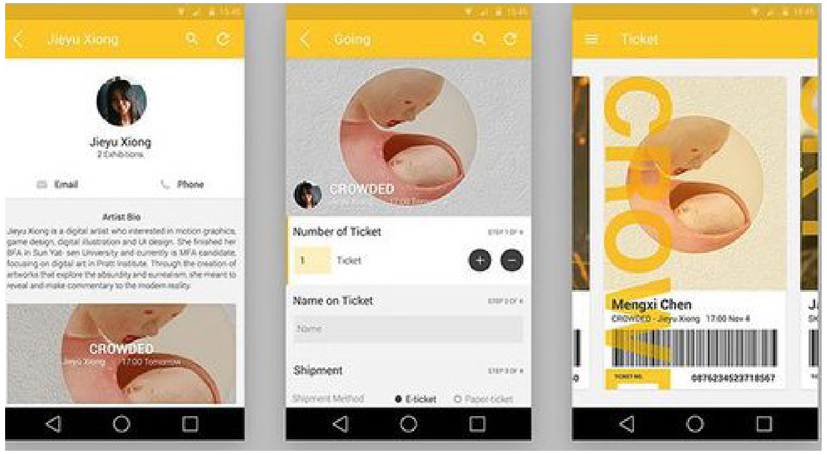
THE PEOPLE'S Kitchen

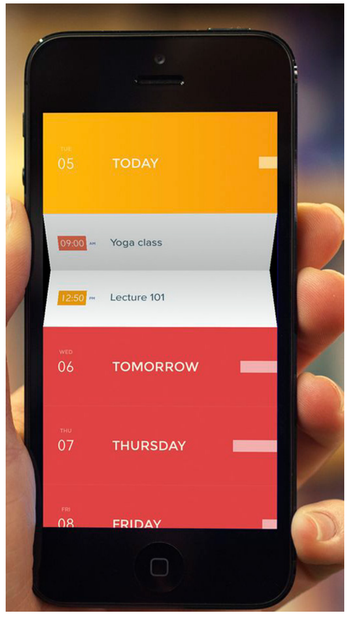
We're opening
THE PEOPLE'S Kitchen

UI BOARD

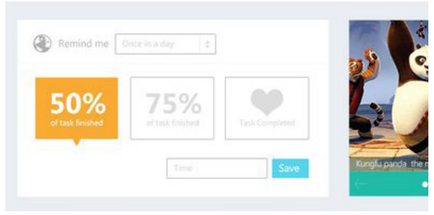

Receitas
Caramelo tentação

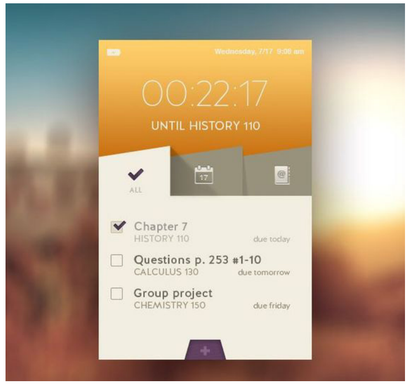

STANDARD BUTTONS
BUTTON
ARROW BUTTONS
PERCENTAGES / PIE CHART
0
38
62
89


Jieyu Xiong
Going
Ticket
Number of Ticket
Name on Ticket
Shipment
Mengxi Chen


TODAY
Yoga class
Lecture 101
TOMORROW
THURSDAY
FRIDAY

Bell
4:20 PM
Coffely
My drinks
Espresso
READY TO START
Americano
IN PROGRESS
Cappuccino
READY TO START
Latte
NOT ENOUGH WATER


Remind me
50%
75%
Save

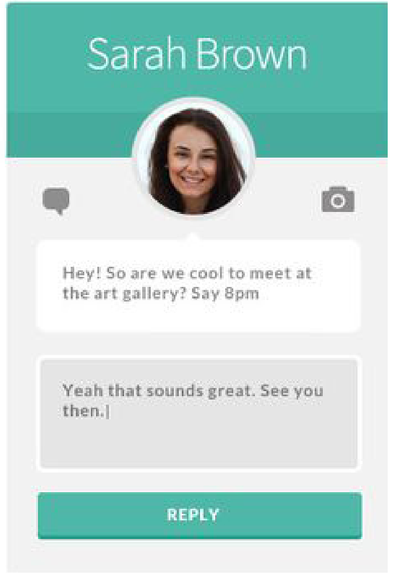

00:22:17
UNTIL HISTORY 110
Chapter 7
HISTORY 110
Questions p. 253 #1-10
CALCULUS 130
Group project
CHEMISTRY 150

50%
AMET LOREM
IPSUM SIT

Amet L Ipsum Orem
AMET L IPSUM OREM

AMET L IPSUM OREM

24
September
MON
TUE
WED
THU
FRI
SAT
SUN
TODAY


Sarah Brown
Hey! So are we cool to meet at the art gallery? Say 8pm
Yeah that sounds great. See you then.
REPLY

LOGO BOARD

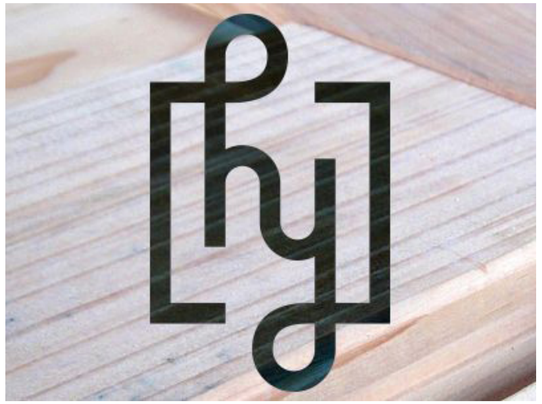
MARY-ANNE DA COSTA
ARCHITECT

PRISMA
ARTE CONTEMPORÂNEA BRASILEIRA

PRISMA

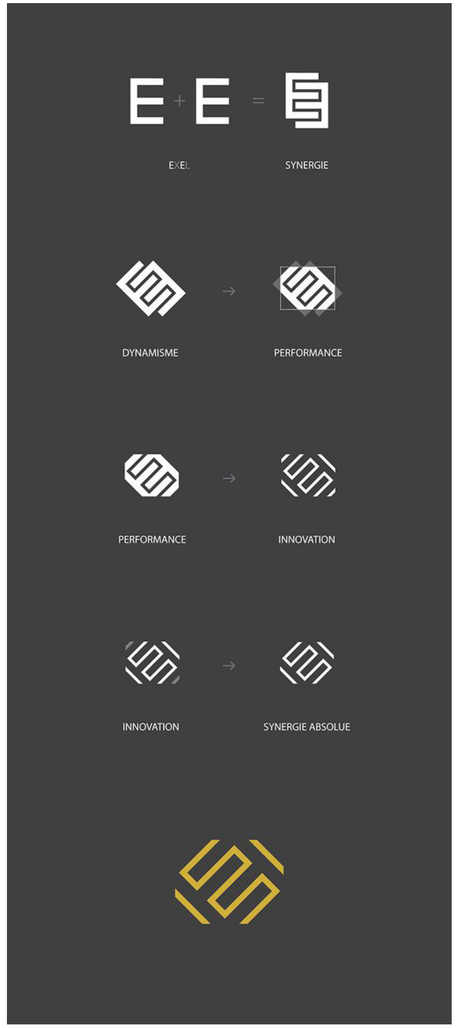
ARTE CONTEMPORÂNEA BRASILEIRA

ARTE CONTEMPORÂNEA BRASILEIRA



LENORE
DESIGN
creating functional yet captivating environments

MOTIFO



TRILOGY

LOGO VARIATION

LOGO DESIGN

NEVO Logo

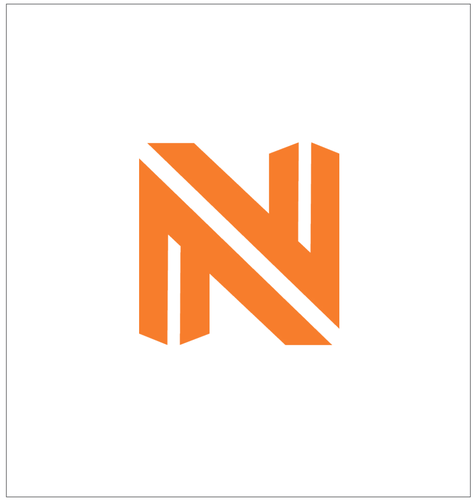
Use whenever possible

White Logo

Use white logo on NEVO orange background

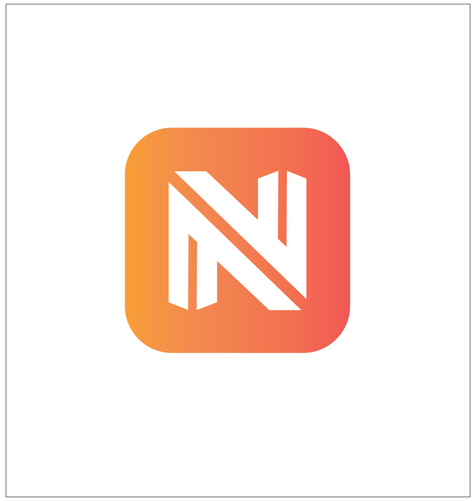
Black Logo

Use this with content in black and white



Logo Mark

Can use without the wordmark



App Logo

Use this only when referencing the IOS version of NEVO

COLOR PALETTE

NEVO Orange
Pantone 1575 C
CMYK: 0 63 93 0
RGB: 247 124 43
HEX: #F77C2B

NEVO Red
Pantone 17-1462
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%

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

Header

Brew

Shop

Order Placed

Menu

NEVO

Brew

Shop

Device

Setting

Logout

Button

SAVE SCHEDULE

SiGN UP

LOGIN

Toggle Button

CUP

OZ

Slider

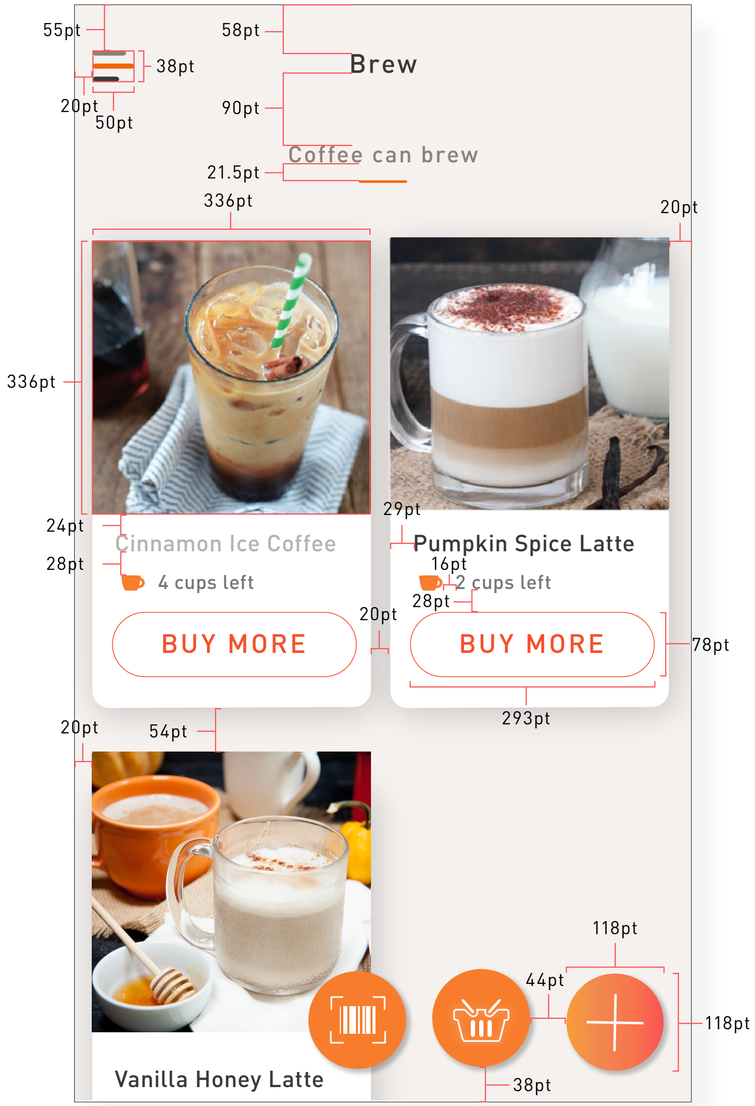
Normal

Less

High

Segment Control

Popular | Favourite



TECHNICAL PROCESS

TECHNICAL PROCESS

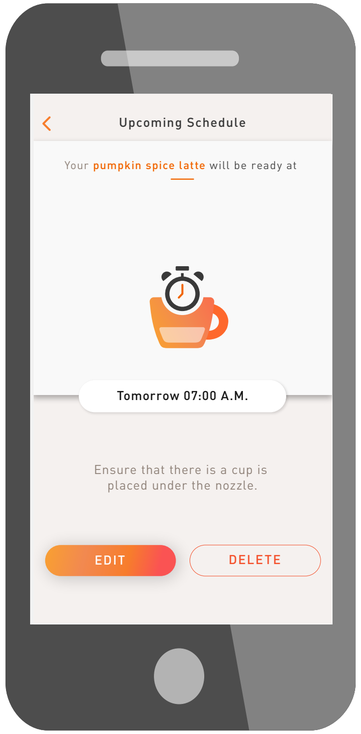
USER LOGIN CHECK

```
function checkLogin(){
    if(!localStorage['loggedin']) location.href = "login.html";
}

function gotoHomeBase (){
    if(localStorage['schedule']!=undefined ) location.href = "edit.html";
    else location.href = "brew.html";
}

$(function(){
    $("#form-login").on("submit",function(e){
        e.preventDefault();
        $.ajax({
            url:"login.php",
            type:"post",
            dataType:"json",
            data:$(this).serialize()
        })
        .done(function(d){
            console.log(d)
            if(d.code) {
                localStorage['loggedin'] = true;
                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>
```

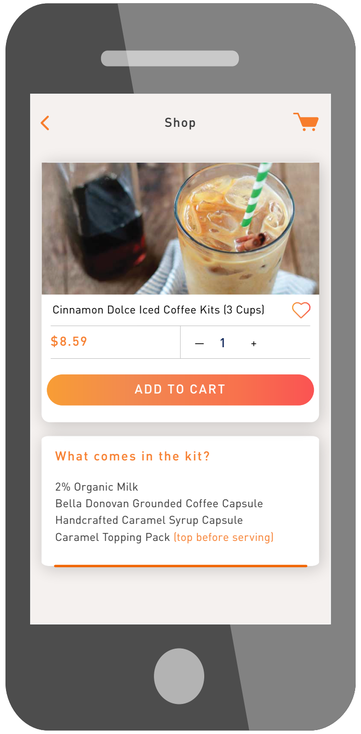
TECHNICAL PROCESS

SIDE PUSH NAVIGATION MENU

SIDE PUSH CART MENU

TECHNICAL PROCESS

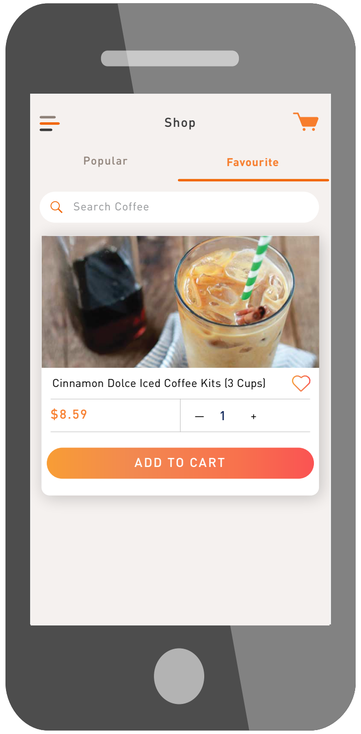
INSTANT UPDATING PRICE WITH QUANTITY INCREASING & DECREASING



```
<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




```
495    $('.favourite input[type=checkbox]').on('change', function() {
496        var $this = $(this);
497
498        if($this.prop('checked')) {
499            $this.parent().css({color: '#f2883b'});
500        } else {
501            $this.parent().css({color: 'inherit'});
502        }
503        var id = $this.attr('id');
504        if($('#fav'+id)) {
505            $('#fav'+id).removeClass('hidden');
506            $('#fav'+id).find('.favourite').css({
507                color: 'red'
508            });
509        }
510
511        $this.closest('[id^=fav]').addClass('hidden');
512        var unFavId = $this.closest('[id^=fav]').attr('id');
513        if(unFavId) unFavId = unFavId.substr(3);
514
515        $('#'+unFavId).parent().css({color: 'inherit'});
516    });
517
```

TECHNICAL PROCESS

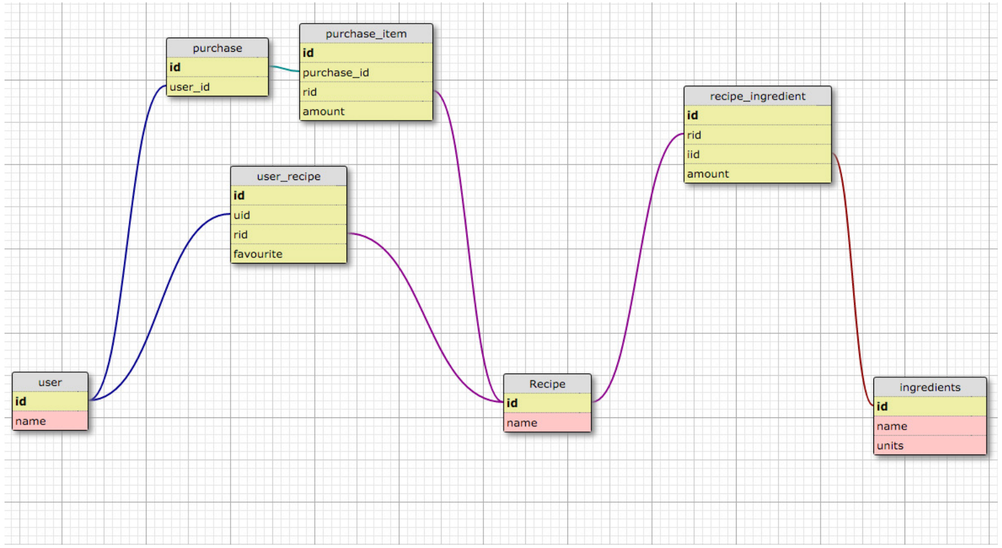
MYSQL TABLE

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

	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



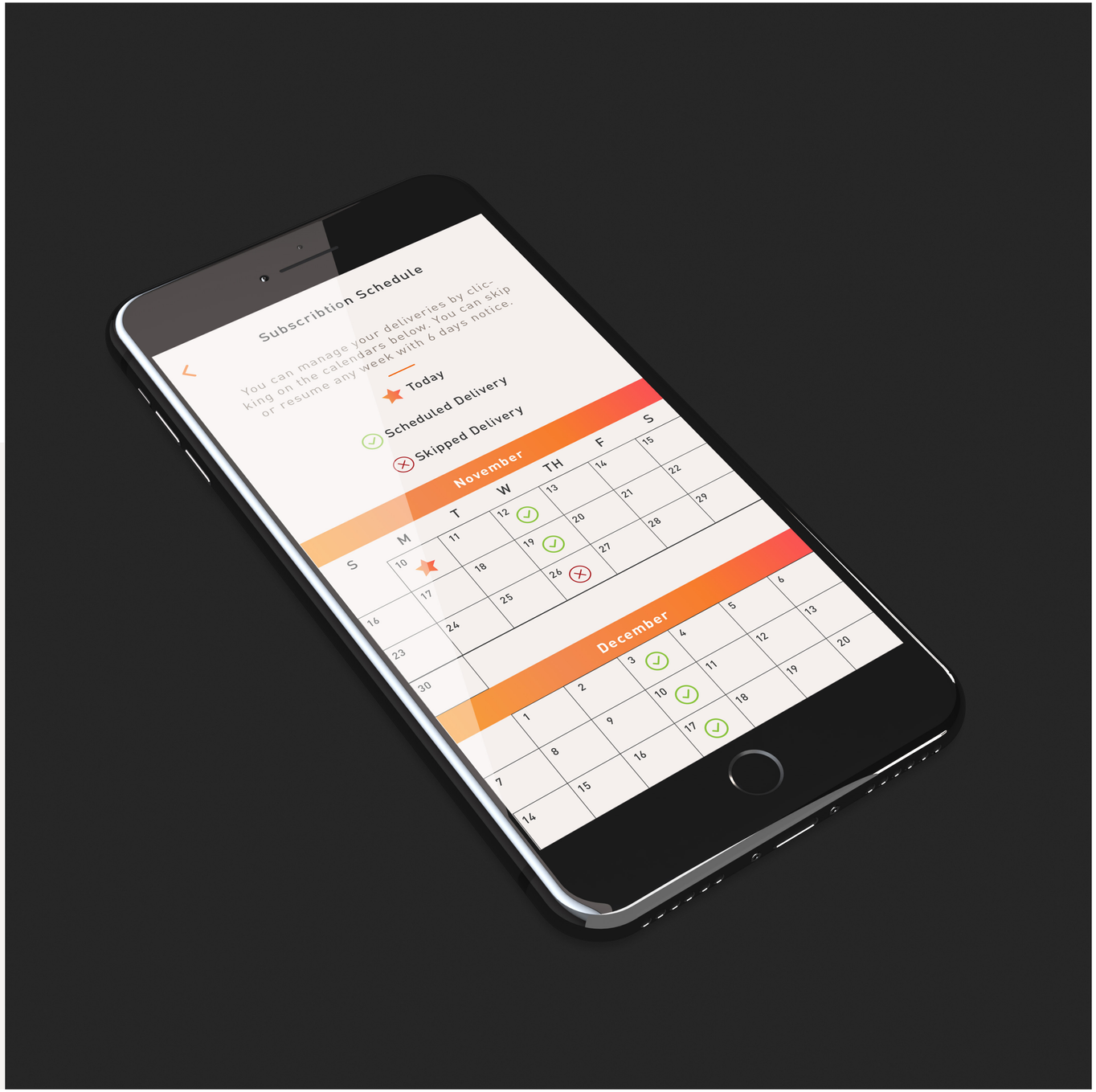
Data Content Relations

	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

FUTURE DEVELOPMENT

SUBSCRIPTION FEATURES



FUTURE DEVELOPMENT

SMART WATCH

CONCLUSION

An espresso drink brewing system designed for coffee lovers

- Brews most kinds of espresso beverages
- Requires few brewing skills
- Has a brewing schedule
- Use pre-measured ingredient kit
- Coffee kit stock management

No longer just a coffee maker, you can be your own barista.

THANKYOU
Q&A
NEVO
Brew
Coffee can brew
Cinnamon Ice Coffee
4 cups left
BUY MORE
Pumpkin Spice Latte
2 cups left
BUY MORE
Vanilla Honey Latte