BRUUR

Usability Test Debrief

Contents:

1/ High-Level Analysis

Like initial testing, users still positive towards the app, most saying they want to see it exist.

Two major areas of focus:

1/ Recipes screens

The largest areas of focus is clarifying the recipes screens.

Users are understanding the concept of recipes, though need/ want more guidance on:

• How to find a recipe?
• Where the recipes are coming from (differentiation between stock recipes, suggested recipes, shared recipes, custom recipes, etc.)
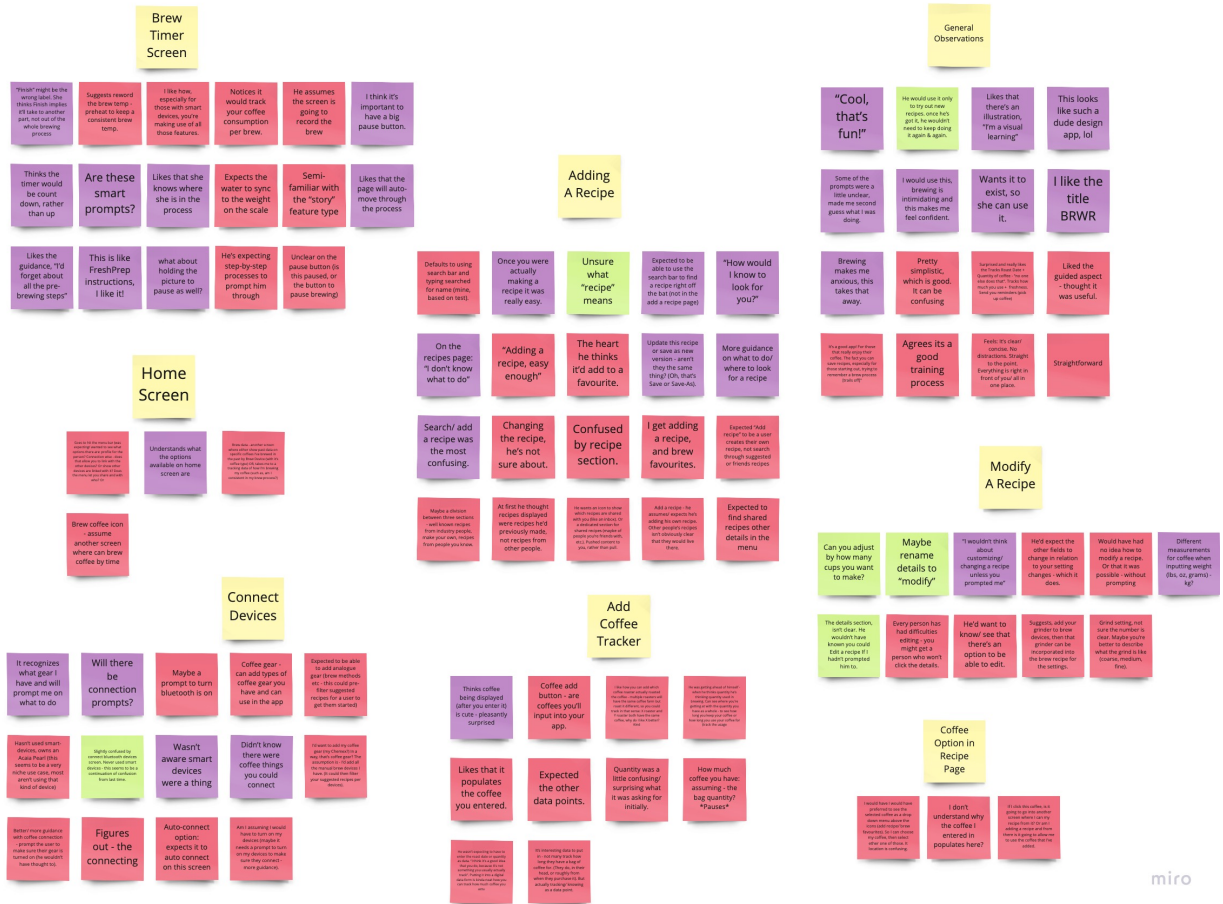• How to/ knowledge they even can edit recipes

2/ Device Connection
Second area is connecting devices, both smart and analogue.

All users were surprised/ didn't think of smart devices. So, app should be useful without.
More guidance for connecting devices as well (make sure the device is switched on, and bluetooth is on – for non tech people).

Maybe recipes can be suggested/ filtered based on devices connected?

2/ Affinity Map

Brew Timer Screen

- "Finish" might be the wrong label. She thinks Finish implies it'll take to another part, not out of the whole brewing process
- Suggests reword the brew temp - preheat to keep a consistent brew temp.
- I like how, especially for those with smart devices, you're making use of all those features.
- Notices it would track your coffee consumption per brew.
- He assumes the screen is going to record the brew
- I think it's important to have a big pause button.
- Thinks the timer would be count down, rather than up
- Are these smart prompts?
- Likes that she knows where she is in the process
- Expects the water to sync to the weight on the scale
- Semi-familiar with the "story" feature type
- Likes that the page will auto-move through the process
- Likes the guidance, "I'd forget about all the pre-brewing steps"
- This is like FreshPrep instructions, I like it!
- what about holding the picture to pause as well?
- He's expecting step-by-step processes to prompt him through
- Unclear on the pause button (is this paused, or the button to pause brewing)

Home Screen

- Brew coffee icon - assume another screen where can brew coffee by time
- Understands what the options available on home screen are

Connect Devices

- It recognizes what gear I have and will prompt me on what to do
- Will there be connection prompts?
- Maybe a prompt to turn bluetooth is on
- Coffee gear - can add types of coffee gear you have and can use in the app
- Expected to be able to add analogue gear/brew methods etc - this could pre-filter suggested recipes for a user to get them started
- Hasn't used smart devices, owns an Acaia Pearl (this seems to be a very niche use case, most aren't using that kind of device)
- Slightly confused by connect bluetooth devices screen. Never used smart devices - this seems to be a combination of confusion from last time.
- Wasn't aware smart devices were a thing
- Didn't know there were coffee things you could connect
- I'd want to add my coffee gear (my Chemex!) in a way that's useful for the assumption in - I'd add all the manual brew devices I have. (I could then filter your suggested recipes per devices.)
- Better more guidance with coffee connection - prompt the user to make sure their gear is turned on (he wouldn't have thought to).
- Figures out - the connecting
- Auto-connect option: expects it to auto connect on this screen
- Am I assuming I would have to turn on my devices (maybe it needs a prompt to turn on my devices to make sure they connect - more guidance).

Adding A Recipe

- Defaults to using search bar and typing searched for name (mine, based on test).
- Once you were actually making a recipe it was really easy.
- Unsure what "recipe" means
- Expected to be able to use the search bar to find a recipe right off the bat (not in the add a recipe page)
- "How would I know to look for you?"
- On the recipes page: "I don't know what to do"
- "Adding a recipe, easy enough"
- The heart he thinks it'd add to a favourite.
- Update this recipe or save as new version - aren't they the same thing? (Oh, that's Save or Save-As).
- More guidance on what to do/ where to look for a recipe
- Search/ add a recipe was the most confusing.
- Changing the recipe, he's not sure about.
- Confused by recipe section.
- I get adding a recipe, and brew favourites.
- Expected 'Add recipe' to be a user creates their own recipe, not search through suggested or friends recipes
- Maybe a division between three sections - well known recipes from industry people, make your own, recipes from people you know.
- At first he thought recipes displayed were recipes he'd previously made, not recipes from other people.
- He wants an icon to show which recipes are shared with you (like an inbox). Or a dedicated section for shared recipes (maybe all people you're friends with, etc.). Further content to you, rather than pull.
- Add a recipe - he assumed/ expects he's adding his own recipe. Other people's recipes isn't obviously clear that they would live there.
- Expected to find shared recipes other details in the menu

Add Coffee Tracker

- Thinks coffee being displayed (after you enter it) is cute - pleasantly surprised
- Coffee add button - are coffees you'll input into your app.
- I like how you can add which coffee master actually tracked the coffee... I initially expected I'd have a book where I'd read it different, as you could track in that sense it (I water also track how this ramp coffee, why do I like Freeform? etc).
- Re-see getting ahead of himself when he thinks quantity he's thinking quantity used in brewing. Can see where you're getting at with this quantity you have as a whole... to see how long you can have your coffee its from the page.
- Likes that it populates the coffee you entered.
- Expected the other data points.
- Quantity was a little confusing/ surprising what it was asking for initially.
- How much coffee you have: assuming - the bag quantity? *Pauses*

General Observations

- "Cool, that's fun!"
- He would use it only to try out new recipes, once he's got it, he wouldn't need to keep doing it again & again.
- Likes that there's an illustration, "I'm a visual learning"
- This looks like such a dude design app, lol
- Some of the prompts were a little unclear, made me second guess what I was doing.
- I would use this, brewing is intimidating and this makes me feel confident.
- Wants it to exist, so she can use it.
- I like the title BRWR
- Brewing makes me anxious, this takes that away.
- Pretty simplistic, which is good. It can be confusing
- Surprised and really likes the Tracks Road Date + Quantity of coffee - "I've seen this done that!" Tracks how much you use = freshness. Send you reminders/pick up coffee
- Liked the guided aspect - thought it was useful.
- "It's a good app! For those that really enjoy their coffee. The fact you can save recipes - especially for those starting out, trying to remember a brew process (trials off)"
- Agrees its a good training process
- Feels: it's clear/ concise. No distractions. Straight to the point. Everything is right in front of you/ all in one place.
- Straightforward

Modify A Recipe

- Can you adjust by how many cups you want to make?
- Maybe rename details to "modify"
- "I wouldn't think about customising/ changing a recipe unless you prompted me"
- He'd expect the other fields to change in relation to your setting changes - which it does.
- Would have had no idea how to modify a recipe. Or that it was possible - without prompting
- Different measurements for coffee when inputting weight (lbs. oz, grams) - kg?
- The details section, isn't clear: He wouldn't have known you could Edit a recipe if I hadn't prompted him to.
- Every person has had difficulties editing - you might get a person who won't click the details.
- He'd want to know/ see that there's an option to be able to edit.
- Suggests, add your grinder to brew recipe, then that grinder can be incorporated into the brew recipe for the settings.
- Grind setting, not sure the number is clear. Maybe you're better to describe what the grind is like (coarse, medium, fine).

Coffee Option in Recipe Page

- I would have I would have preferred to see the optional coffee as a drop down menu above the root recipe/main Note/too. So I can choose my coffee, then select other one of those it location is confusing.
- I don't understand why the coffee I entered in populates here?
- If I click this coffee, is it going to go to another screen where I can try recipe from it? Or am I adding a recipe and from there is it going to allow me to use the coffee that I've added.

3/ Observations Breakdown

– Brew Timer Screen –
- Generally well received by users
- Like the step-by-step instructions
- Pause/ Finish buttons mildly confusing
- Pre-brewing checklist is good
- Reword some of the checklist wordings to be more educational (eg. Why to preheat brewer with hot water)

– Adding a Recipe –
- Users typically wanted to Search bar over using Filter buttons
- "How do I know what to look for?" / "I don't know what to do"
- Generally confused about finding a recipe
- One user: "Add a recipe" implies making my own
- Perhaps split own recipes, recommended recipes, shared recipes etc into different places? - more clarity between where recipes are coming from
- One user unsure what "Recipe" means
- This section is the most confusing

– General Observations –
- Want it to exist
- Straightforward/ simple/ makes user feel confident. "Brewing makes me anxious, this takes that away"
- Like guided aspect
- Some use it only for experimentation
- Some sections (like recipe) are a little unclear, make user second guess their instinct
- Useful for cafe training

– Home Screen –
- Home screen pretty clear for users
- One user curious to find out what is in the hamburger menu: suggested things are, connected devices, sharing with people, accounts, a user profile

– Connect Devices –
- All users figured out how to connect fairly simply
- All users, still surprised by smart devices existing (even coffee professional)
- One user, slightly confused by auto-connect (would devices need to be on?)
- Same user, suggested a prompt to turn on Bluetooth/ Wifi
- Should be able to connect "dumb" or "analogue" devices

– "Add Coffee" Tracker –

• Likes that quantity of coffee on hand is tracked
• Surprised by Roast Date & Quantity of Coffee as trackable data sources (positive)
• Slight confusion on what Quantity of coffee means (how much use for brew? How much on hand? etc). – better labeling.
• Other data sources expected

– Modify a Recipe –

• Would not know this was possible without the test prompt
• Better labeling than "Details" maybe "Modify?"
• Users expected all settings to change in relation to user changes (they do)
• Grind setting input is a little confusing (how to be specific + relevant for non-specific devices).

– Coffee Option On Recipe Page –

• unclear why the coffee option is on the recipe page
• Unclear what it does
• Preferred in a separate place, to make it more clear how it affects the recipe

4/ Appendix - User Interview Notes

i. Dan Patching Notes:

• He would use it only to try out new recipes. once he's got it, he wouldn't need to keep doing it again & again.
• The details section, isn't clear. He wouldn't have known you could Edit a recipe If I hadn't prompted him to.
• Maybe rename details to "modify"
• Unsure what "recipe" means
• Can you adjust by how many cups you want to make?
• Slightly confused by connect bluetooth devices screen. Never used smart devices - this seems to be a continuation of confusion from last time.
•

Playback
Unusable. Recording device connected to bluetooth headphones in a backpack. Audio is un-decipherable.

ii. Lisa Dobson Notes

• Wasn't aware smart devices were a thing
• Likes the guidance, "I'd forget about all the pre-brewing steps"
• Wants it to exist, so she can use it.

Play Back:

• Didn't know there were coffee things you could connect
• Understands what the options available on home screen are
• Different measurements for coffee when inputting weight (lbs, oz, grams) - kg?
• Thinks coffee being displayed (after you enter it) is cute - pleasantly surprised
• It recognizes what gear I have and will prompt me on what to do
• On the recipes page: "I don't know what to do"
• Expected to be able to use the search bar to find a recipe right off the bat (not in the add a recipe page)
• More guidance on what to do/ where to look for a recipe
• Are these smart prompts?
• It should be listed out: do this, do this, then that
• First intention would be to use a Chemex
• "How would I know to look for you?"
• Will there be connection prompts?
• "I wouldn't think about customizing/ changing a recipe unless you prompted me"
• Update this recipe or save as new version - aren't they the same thing? (Oh, that's Save or Save-As).
• This is like FreshPrep instructions, I like it!
• Likes that she knows where she is in the process
• Likes that there's an illustration, "I'm a visual learning"
• Thinks the timer would be count down, rather than
• Likes that the page will auto-move through the process
• I think it's important to have a big pause button.
• what about holding the picture to pause as well?
• "Finish" might be the wrong label. She thinks Finish implies it'll take to another part, not out of the whole brewing process
• "Cool, that's fun!"
• This looks like such a dude design app, lol
• Some of the prompts were a little unclear, made me second guess what I was doing.
• Search/ add a recipe was the most confusing.
• Once you were actually making a recipe it was really easy.
• I would use this, brewing is intimidating and this makes me feel confident.
• Brewing makes me anxious, this takes that away.
• I like the title BRWR
•

iii. Rob Lowe Notes:

Quick Overview:
• Confused by recipe section.
• Expected "Add recipe" to be a user creates their own recipe, not search through suggested or friends recipes
• Expected to find shared recipes other details in the menu
• Surprised and really likes the Tracks Roast Date + Quantity of coffee – "no one else does that". Tracks how much you use + freshness. Send you reminders (pick up coffee)
• Would have had no idea how to modify a recipe. Or that it was possible – without prompting
• Liked the guided aspect – thought it was useful.
• Hasn't used smart-devices, owns an Acaia Pearl *(this seems to be a very niche use case, most aren't using that kind of device)*
• Better/ more guidance with coffee connection – prompt the user to make sure their gear is turned on (he wouldn't have thought to).
• Expected to be able to add analogue gear (brew methods etc – *this could pre-filter suggested recipes for a user to get them started*)

Playback:

First Task
• Brew coffee icon – assume another screen where can brew coffee by time
• Brew data – another screen where either show past data on specific coffees I've brewed in the past by Brew Device (with it's coffee type)
OR, takes me to a tracking data of how I'm brewing my coffee (such as, am I consistent in my brew process?)
• Coffee gear – can add types of coffee gear you have and can use in the app
• Coffee add button – are coffees you'll input into your app.
• Feels: It's clear/ concise. No distractions. Straight to the point. Everything is right in front of you/ all in one place.
• Goes to hit the menu bar (was expecting/ wanted to see what options there are: profile for the person? Connection wise – does that allow you to link with the other devices? Or show other devices are linked with it? Does the menu let you share and with who? Or another page/ share screen? Or a see what other people are brewing? Or a share with people screen

Adding Coffee:
• Straightforward
• How much coffee you have: assuming – the bag quantity? *Pauses*
• He was getting ahead of himself – when he thinks quantity he's thinking quantity used in brewing. Can see where you're getting at with the quantity you have as a whole – to see how long you keep your coffee or how long you use your coffee for (track the usage of it).

- It's interesting data to put in - not many track how long they have a bag of coffee for. (They do, in their head, or roughly from when they purchase it). But actually tracking/ knowing as a data point.
- He wasn't expecting to have to enter the roast date or quantity as data. "I think it's a good idea that you do, because it's not something you usually actually track". Putting it into a digital data form is kinda neat how you can track how much coffee you actually drink.
- I like how you can add which coffee roaster actually roasted the coffee - multiple roasters will have the same coffee farm but roast it different, so you could track in that sense: X roaster and Y roaster both have the same coffee, why do I like X better? Kinda gives you that data to go back and buy this roasters over that because of how I like it.
- Expected the other data points.
- Quantity was a little confusing/ surprising what it was asking for initially.
- Likes that it populates the coffee you entered.

Adding Devices:
- Does this populate automatically?
- Am I assuming I would have to turn on my devices (maybe it needs a prompt to turn on my devices to make sure they connect - more guidance).
- Maybe a prompt to turn bluetooth is on
- Figures out - the connecting
- Auto-connect option: expects it to auto connect on this screen
- I inform him on usage.

Making/ Finding Coffee
- I'd want to add my coffee gear (my Chemex?) In a way, that's coffee gear? The assumption is - I'd add all the manual brew devices I have. (*It could then filter your suggested recipes per devices*).
- I get adding a recipe, and brew favourites.
- I don't understand why the coffee I entered in populates here?
- If I click this coffee, is it going to go into another screen where I can my recipe from it? Or am I adding a recipe and from there is it going to allow me to use the coffee that I've added.
- If there were multiple coffees
- I would have I would have preferred to see the selected coffee as a drop down menu above the icons (add recipe/ brew favourites). So I can choose my coffee, then select ether one of those. It location is confusing.
- Defaults to using search bar and typing searched for name (mine, based on test).
- He wants an icon to show which recipes are shared with you (like an inbox). Or a dedicated section for shared recipes (maybe of people you're friends with, etc.). Pushed content to you, rather than pull.
- Add a recipe - he assumes/ expects he's adding his own recipe. Other people's recipes isn't obviously clear that they would live there.

- At first he thought recipes displayed were recipes he'd previously made, not recipes from other people.
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- Laughs, at my recipe size
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- Grind setting, not sure the number is clear. Maybe you're better to describe what the grind is like (coarse, medium, fine).
- Suggests, add your grinder to brew devices, then that grinder can be incorporated into the brew recipe for the settings.

Follow the Brew Prompts
- Notices you can check them.
- Suggests reword the brew temp – preheat to keep a consistent brew temp.

Viewing the brew timer screen
- He assumes the screen is going to record the brew
- He's slightly confused by the recording the data part?
- Expects the water to sync to the weight on the scale
- He's expecting step-by-step processes to prompt him through
- Unclear on the pause button (is this paused, or the button to pause brewing)
- Semi-familiar with the "story" feature type
-

General Observation:
- Pretty simplistic, which is good. It can be confusing
- I like how, especially for those with smart devices, you're making use of all those features.
- It's a good app! For those that really enjoy their coffee. The fact you can save recipes, especially for those starting out, trying to remember a brew process [trails off]"
- Agrees its a good training process
- Notices it would track your coffee consumption per brew