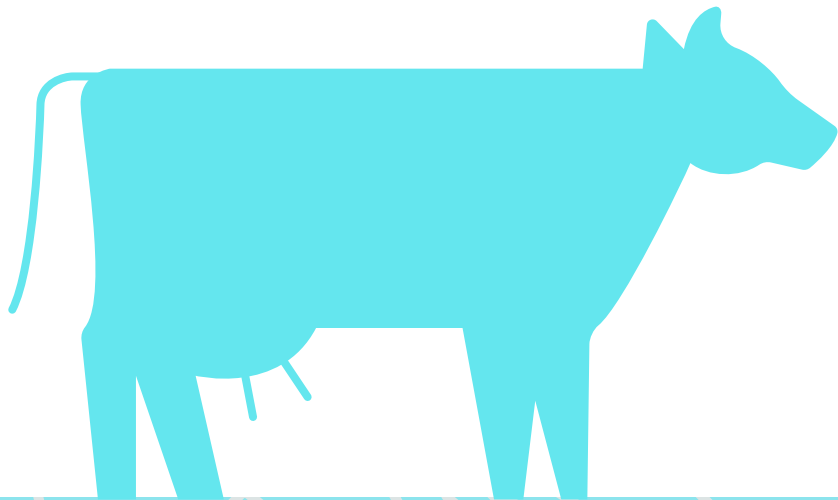
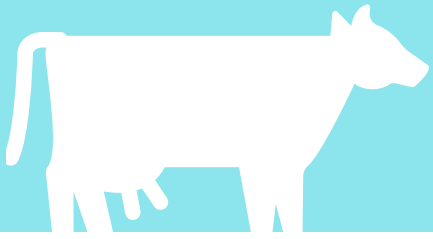


# Dairy Drojo



User experience case study

Junko Fujia INM300 SCC



# Overview

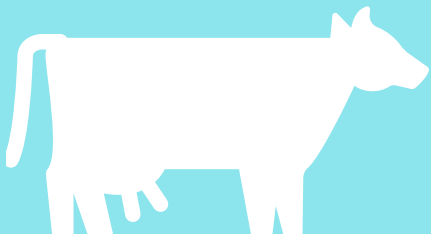
"Dairy Drop" is a modern and innovative milk delivery company committed to providing high-quality, ethically-sourced milk. With a focus on sustainability, transparency, and reducing waste, our brand promotes a healthy and eco-friendly lifestyle. We prioritize customer satisfaction, delivering fresh and delicious milk on time, and are dedicated to being a trustworthy and socially responsible brand that cares for both customers and the planet.

## Customer Concerns

Customer concerns encompass inconvenience with separate grocery trips for milk, time management challenges due to busy schedules, inconsistent availability of preferred products, potential inefficiencies in the current dairy delivery process causing delays and quality concerns, and limited subscription options lacking flexibility in delivery frequency and order customization.

## Project Goal

Develop a user-friendly app for a subscription-based dairy and non-dairy delivery service, catering to busy individuals and families seeking convenient, regular deliveries of essential products. The goal is to provide a "Set it & forget it" experience for a hassle-free service



# Navigating Challenges

## Problems

### **Lack of Convenience:**

Separate trips for milk purchase are inconvenient and time-consuming.

### **Time Management:**

Busy customers find it challenging to manage their time effectively.

### **Inconsistent Availability:**

Difficulty in finding preferred milk brands and non-dairy products in stock.

### **Inefficient Delivery:**

Current dairy delivery options may be inefficient, causing quality in stock.

### **Limited Subscriptions:**

Customers face restrictions in subscription options.

## Solution

### **Subscription Delivery Service:**

Develop an app offering a subscription-based milk delivery service, providing regular deliveries of preferred milk brands to customers' doors.

### **Variety of Brands:**

Include a diverse selection of milk brands and types in the app, offering customers more choices and exclusive options from Dairy Drop's proprietary suppliers.

### **Streamlined Delivery Process:**

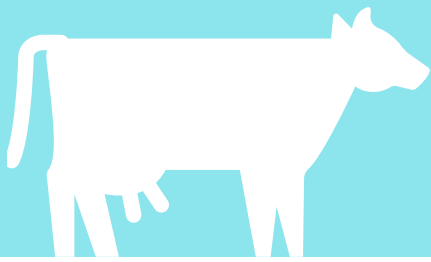
Utilize technology to optimize delivery routes, minimize delays, and ensure timely and fresh deliveries for an efficient service.

### **Customization Options:**

Customize delivery frequency and order details for a personalized experience. Enjoy trial orders before committing to a subscription.

### **Customer Support:**

Enable easy issue reporting, feedback, and assistance. Include sections for customer home, profiles, FAQs, and order status.



# Lean Canvas

## Problem:

- Lack of customer support
- Limited subscription options
- Subscriptions are hard to be canceled, lack of convenience
- Food safety concerns

## Unique value proposition:

- Customizable subscriptions
- Get organic food directly from fields
- Make reward program

## Solution:

- Listen to the customer feedback
- Make customer support and notifications in app
- Make a regular delivery service with ability of schedule

## Key metrics:

- Number of users subscribed on the website and app
- Cost of acquisition
- Average order value
- Number of cancellation of subscribed

## Channels:

- Website and app
- Social media and ads
- Partnership with small business
- Events

## Cost structure:

- Salaries
- Maintain website and app
- Maintenance of the equipment
- insurance for facilities staff
- Advertisement
- Livestock care
- Packaging and product processing
- Payment processing fees
- Delivery service infrastructure

## Revenue Streams:

- Payment from the customers include business owners
- Subscription fee
- Delivery charge
- Seasonal promotions

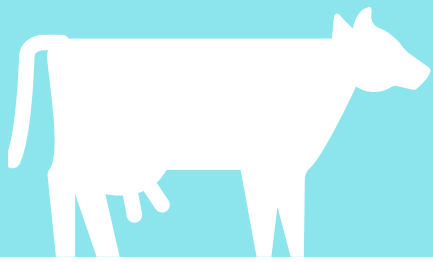
## Customer segments:

- Busy families
- People who cannot shop for themselves
- Local cafes, restaurants, and schools
- Customers who want good and consistent quality products

## Unfair Advantage:

- Same day delivery
- Same day cancel policy
- Direct customer support
- Customization options





# Comparative Matrix



Ritual

Milk & More

Mobile App

No app available

Easy to use  
Lots of information

No app available

Easy to navigate  
Full of contents

Website  
UX/UI

Organized  
The site is laggy  
The operability during registration is not good.

Organized  
Full of contents  
The operability during registration is good.

Organized  
Full of contents  
The operability during registration is good.

Organized  
Specifications for easy product comparison  
The operability during registration is good.

Price Range

From \$2.5 to \$35  
(Milk, meat, seafood, frozen foods, etc.)

2 people 3 meals kit ~ \$88.93~

From \$38 to \$150 (supplement)

From 1. 15€ (milk, etc.) to 7€ (cheese, bread, etc.)

Free shipping

Minimum order is \$10  
There is a \$3.5 delivery fee for each

There is a \$10 delivery fee per a box

Free for subscribers

Free for registered users

Subscription flexibility

Full of options  
Place order as one-time order, or create a automatically order every week and every two weeks

Set up a weekly meal subscription box  
Delivery date and menu can be set  
Skip one week, cancelable  
Restrictions such as minimum order quantity.

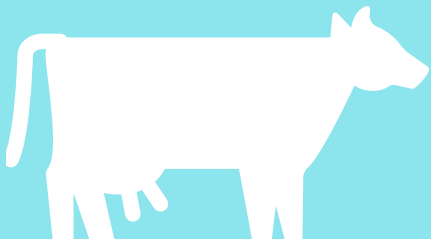
Subscription can be cancelled anytime

Subscription can be cancelled anytime  
Be able to choose one-time or regular orders

Social platforms



GREAT GOOD BAD

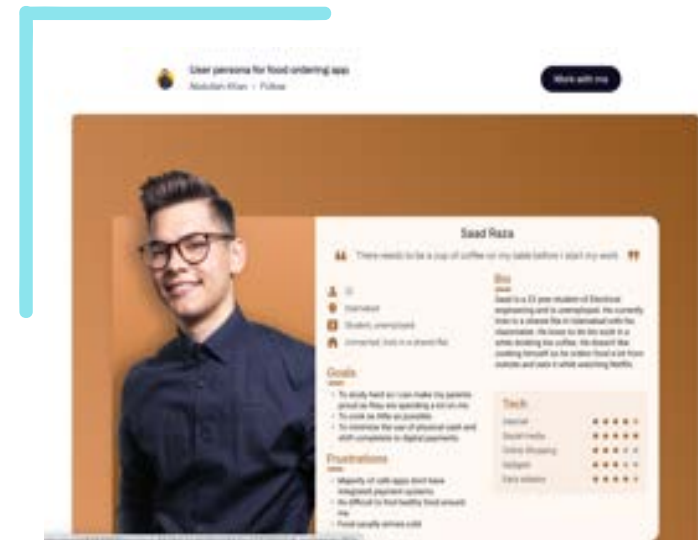
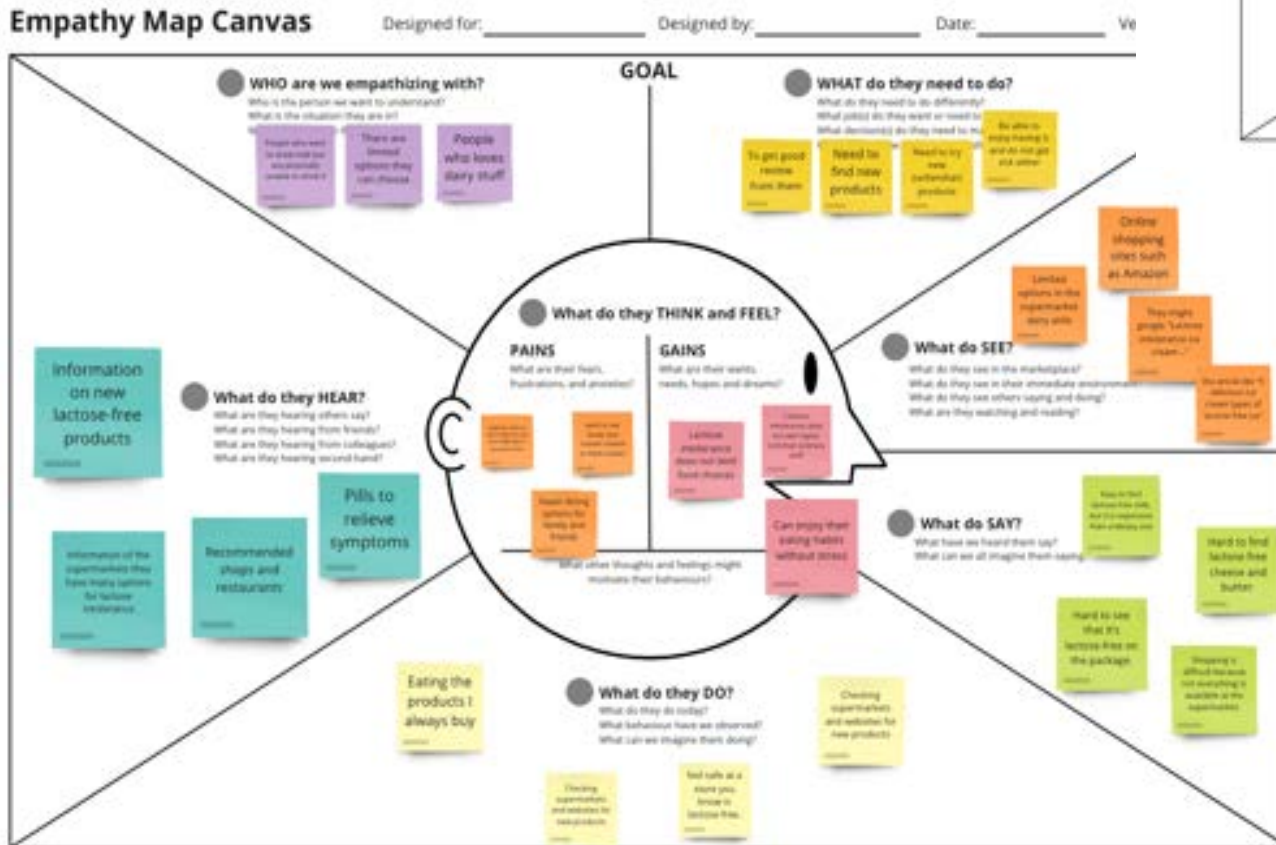
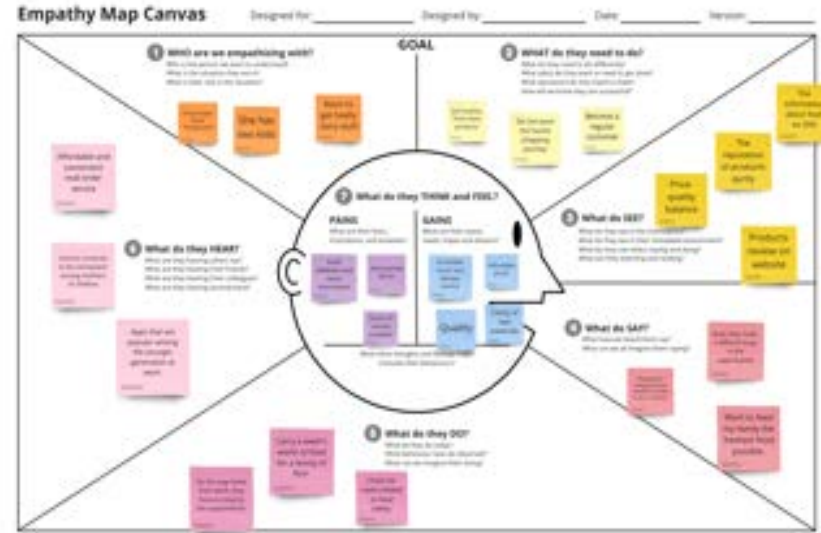


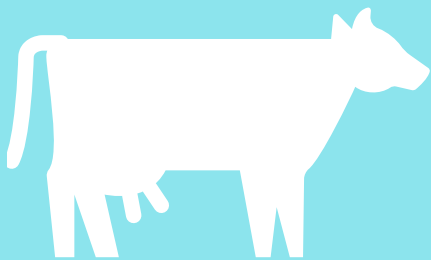
# Persona research

- Age: 31
- Gender: Male
- Archetype: Outlaw
- Tag Line: Every day is a good day to Die Hard.
- Job Title: Assistant Content Manager
- Family/Marital status: In relationship
- Location: Auckland, New Zealand

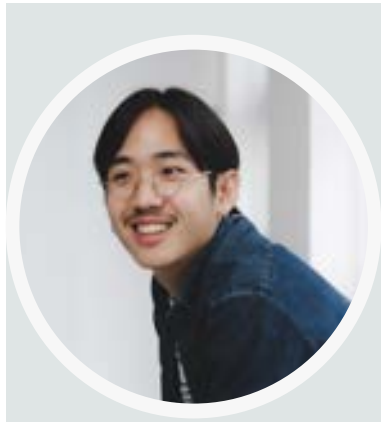
**Bio:**  
Rick's relationship with milk is like a lifelong love affair. But, ever since he packed his bags and moved to a new country, milk seems to have taken a grudge against him. You see, he's developed lactose intolerance, which basically means milk and his stomach are mortal enemies now.

- When are you stressed about dairy shopping?
- How do you relieve it?
- What are your goals?
- When do you get excited while





# The Persona



**Jang Tao**

Age

32 years old

Gender

Male

OCCUPATION

Web developer

LOCATION

Toronto

STATUS

Single

## BIO

He is one of those hard-working young men who love milk products. He loves milk, cheese, butter, and the ice cream and sweets they contain, but he is also lactose intolerant. As a result, he often has to give up his favorite foods and is always looking for quality and variety options that are safe to eat!

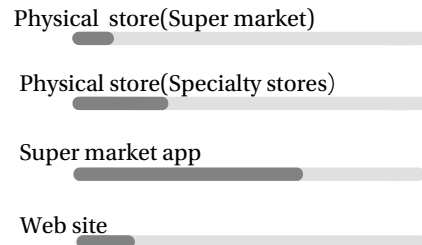
### Goal

- Easy to obtain without having to travel far
- The price is not too expensive compared to regular products.
- Many options to choose from
- Healthy for the body and society

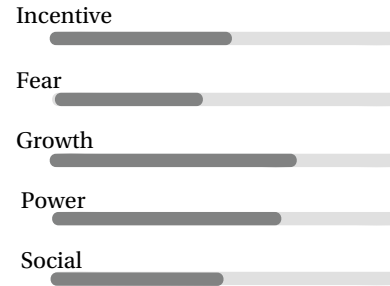
### Preferred channels



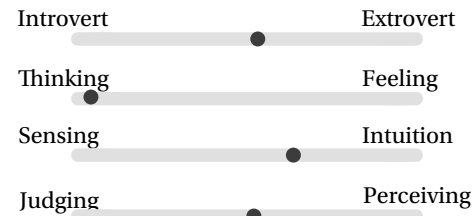
### Shopping channels



### Motivation



### Personality



### Frustrations

- Lack of options for dairy products other than milk.
- (No particular variety of cheese)
- Salads and other deli items are not safe to eat
- Products can cost as much as 1.5 times the normal price
- Lactose-free products are hard to find in small supermarkets

### Motto

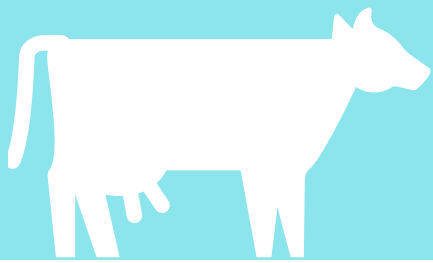
- You only live once. We have to enjoy it.
- I want to experience many things
- Don't just believe what's on the front page.

Organized

Dependable

Friendly





# Empathy Map



WHO are we empathizing with? GOAL

WHAT do they need to do??

People who want to drink milk but are physically unable to drink it

People who loves dairy stuff

To get good review from them

Need to find new products

Online shopping sites such as Amazon

Be able to enjoy having it, and do not get sick either

Limited options in the supermarket dairy aisle

There are limited options they can choose

Need to try new (unfamiliar) products

Checking supermarkets and websites for new products

They might google "Lactose intolerance ice cream..."

The article like "5 delicious ice cream types of lactose free ice"

What do they SEE??

What do they SAY??

What do they HEAR??

Feel safe at a store you know is lactose-free.

Checking supermarkets and websites for new products

Information on new lactose-free products

Information of the supermarkets they have many options for lactose intolerance

Easy to find lactose free milk, but it is expensive than ordinary one

Hard to find lactose free cheese and butter

Pills to relieve symptoms

PAINS

GAINS

Shopping is difficult because not everything is available at the supermarket

Recommended shops and restaurants

Want to eat foods that contain cheese or fresh cream

Lactose intolerance does not limit food choices

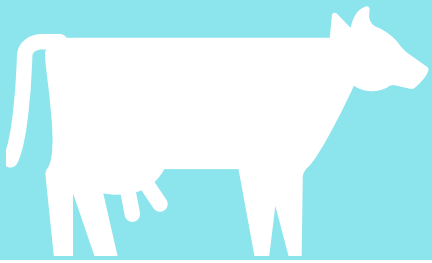
Hard to see that it's lactose-free on the package

Might be able to eat a little bit, but you might get a stomach ache

Can enjoy their eating habits without stress

Lactose intolerance does not take higher cost than ordinary stuff

Fewer dining options for family and friends



# The Persona



Emily

Harper Smith

Age

39 years old

Gender

Female

OCCUPATION

Sales manager

LOCATION

Toronto

STATUS

Married

## BIO

At 39, she is an office-based sales manager and mother of two (ages 10 and 6). Her daily life is just so busy that weekends are one of the few times she can actually go shopping. She wants to provide safe food for her children, who have growing appetites, but it is hard to buy everything for her family of four at the supermarket.

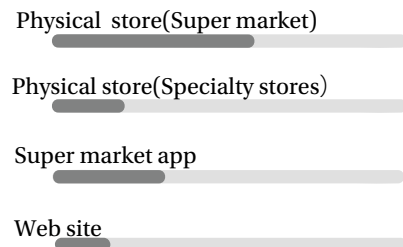
### Goal

- Get safe and fresh dairy products (milk, eggs, cheese, butter) without hassle
- Easily manage your orders
- Great value subscription plans are available

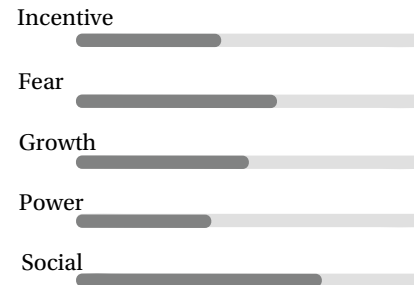
### Preferred channels



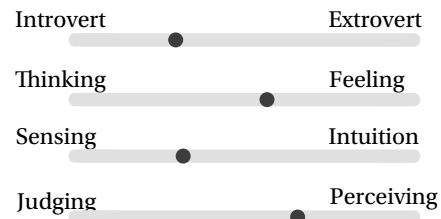
### Shopping channels



### Motivation



### Personality



### Frustrations

- Hard to buy all the food in one weekend
- Dairy products are heavy
- Limited room in the fridge, so I want to get fresh once a week or so
- I want to get products that are safe for my body and society

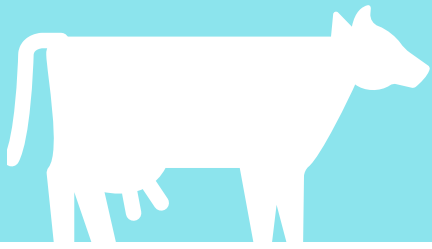
### Motto

- What goes into your mouth makes your body
- Honesty is the best policy
- Continuity is the key to success

Organized

Conservative

Family oriented



# Empathy Map

WHO are we empathizing with?

She has two kids

On the way home from work, they hurry to stop by the supermarket

Emily Harper Smith  
39 years old

Check for news related to food safety

Want to get healthy dairy stuff

Carry a week's worth of food for a family of four

What do they DO??

Affordable and convenient mail-order service

What do they HEAR??

Service rumored to be convenient among mothers of children

Apps that are popular among the younger generation at work

PAINS

Food additives and other information

Skyrocketing prices

Hours of service available

GOAL

WHAT do they need to do??

Get healthy, fresh dairy products

Do not want the hassle shopping journey

What do they SEE??

The reputation of products quality

Become a regular customer

Products review on website

Price-quality balance

The information about food on SNS

What do they SAY??

Busy days make it difficult to go to the supermarket

Shopping for heavy groceries needed on a daily basis is a hassle

GAINS

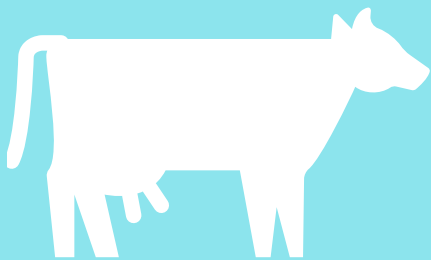
Accessible hours and delivery service

Want to feed my family the freshest food possible

Quality

Affordable prices

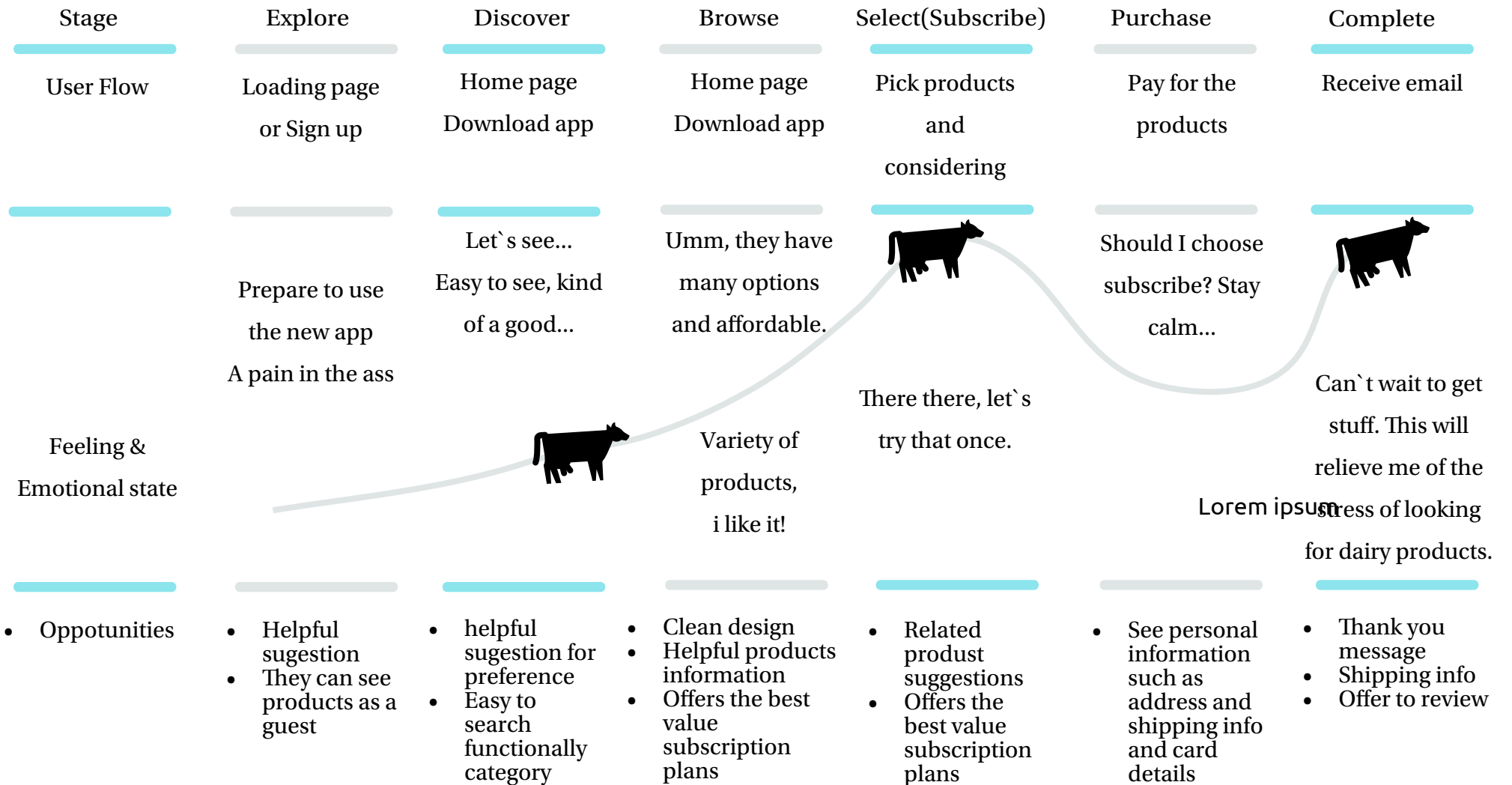
Clarity of raw materials



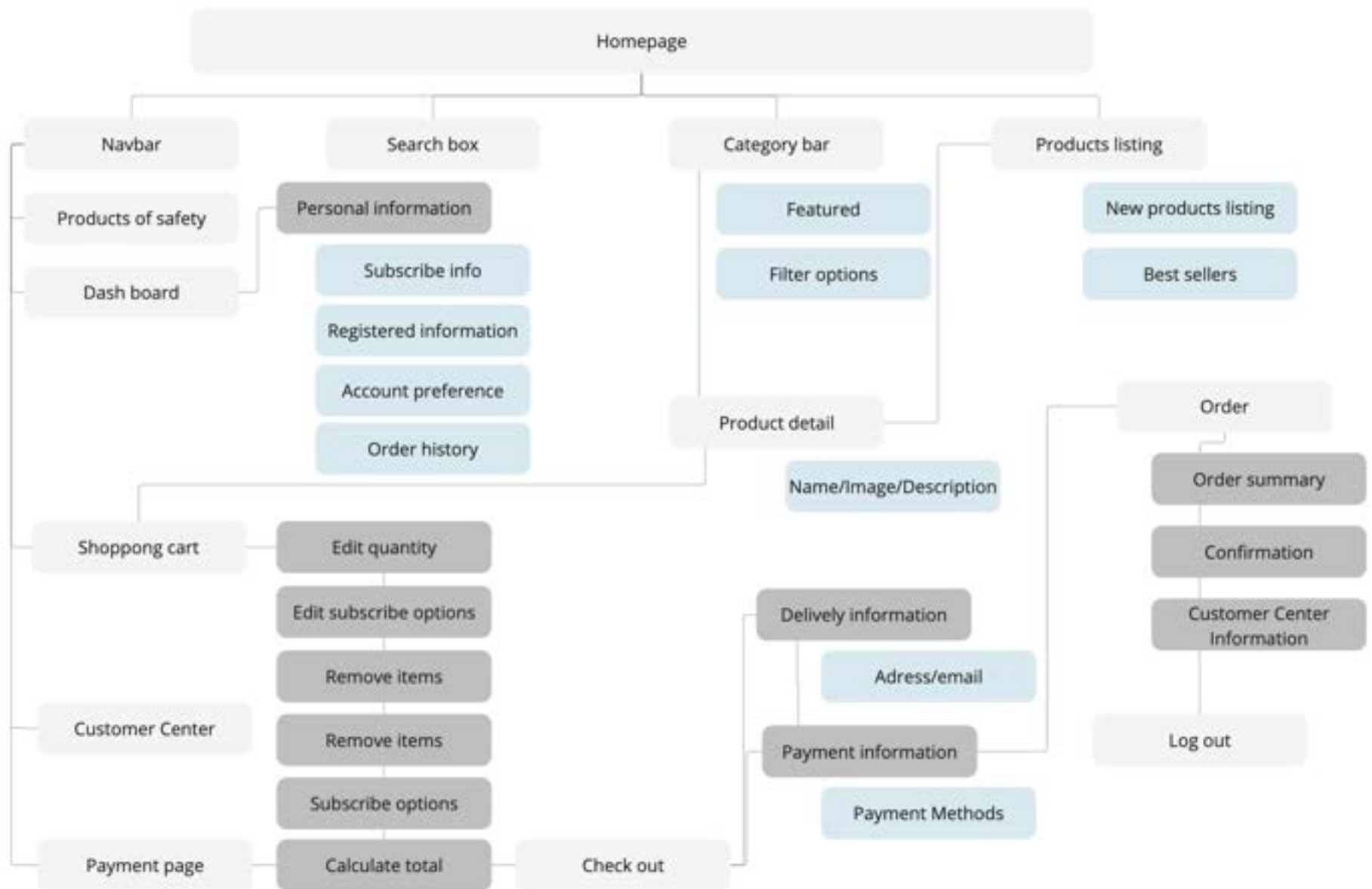
# Journey Map

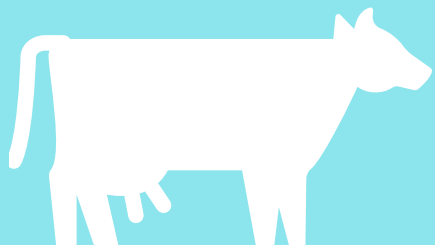


Jang Tao 32 years old / Male  
Web developer

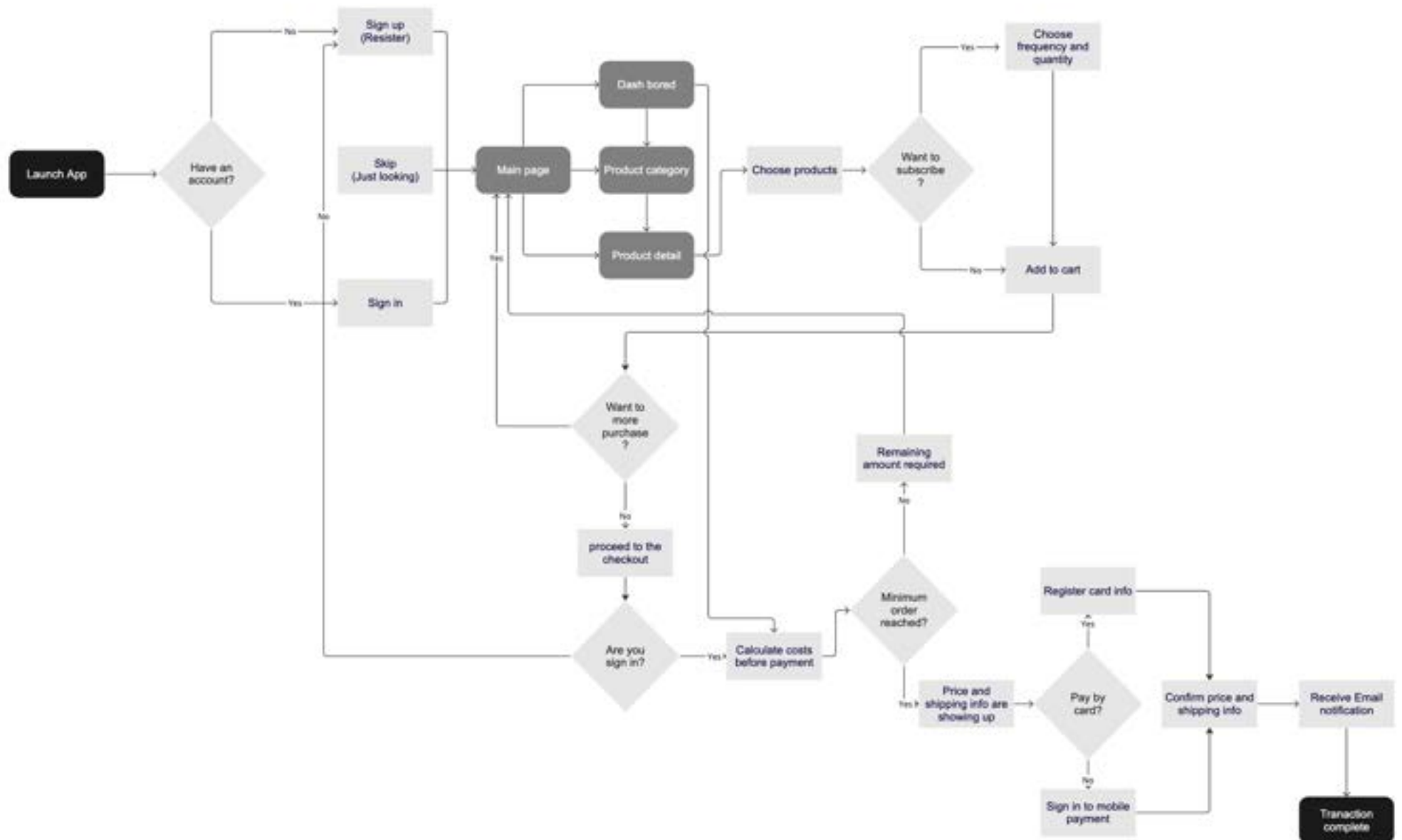


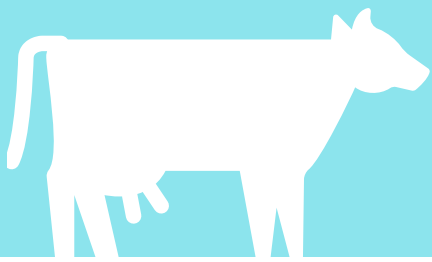
# Information Architecture



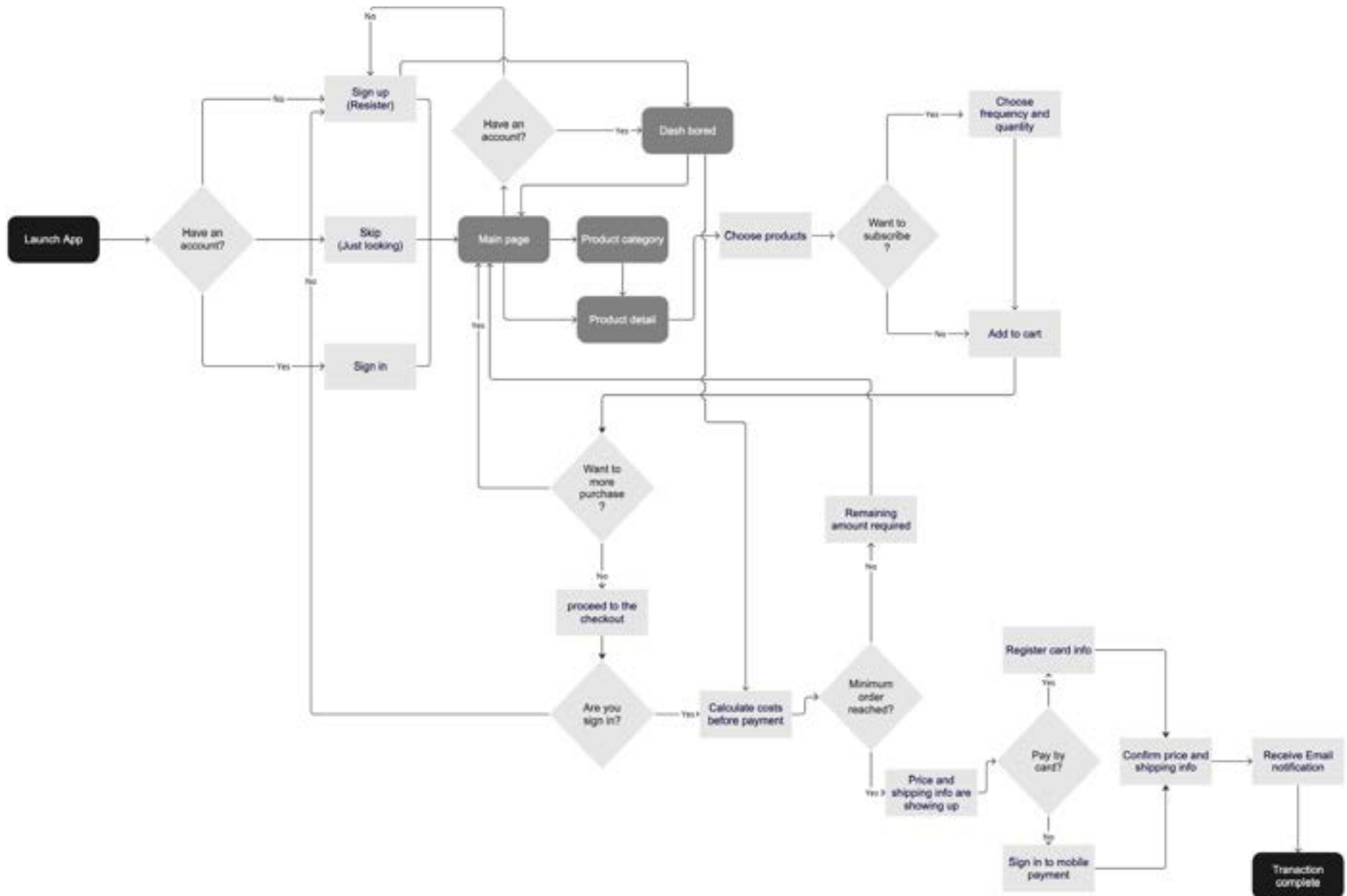


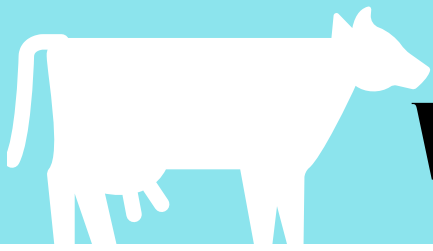
# User flows -Initial-



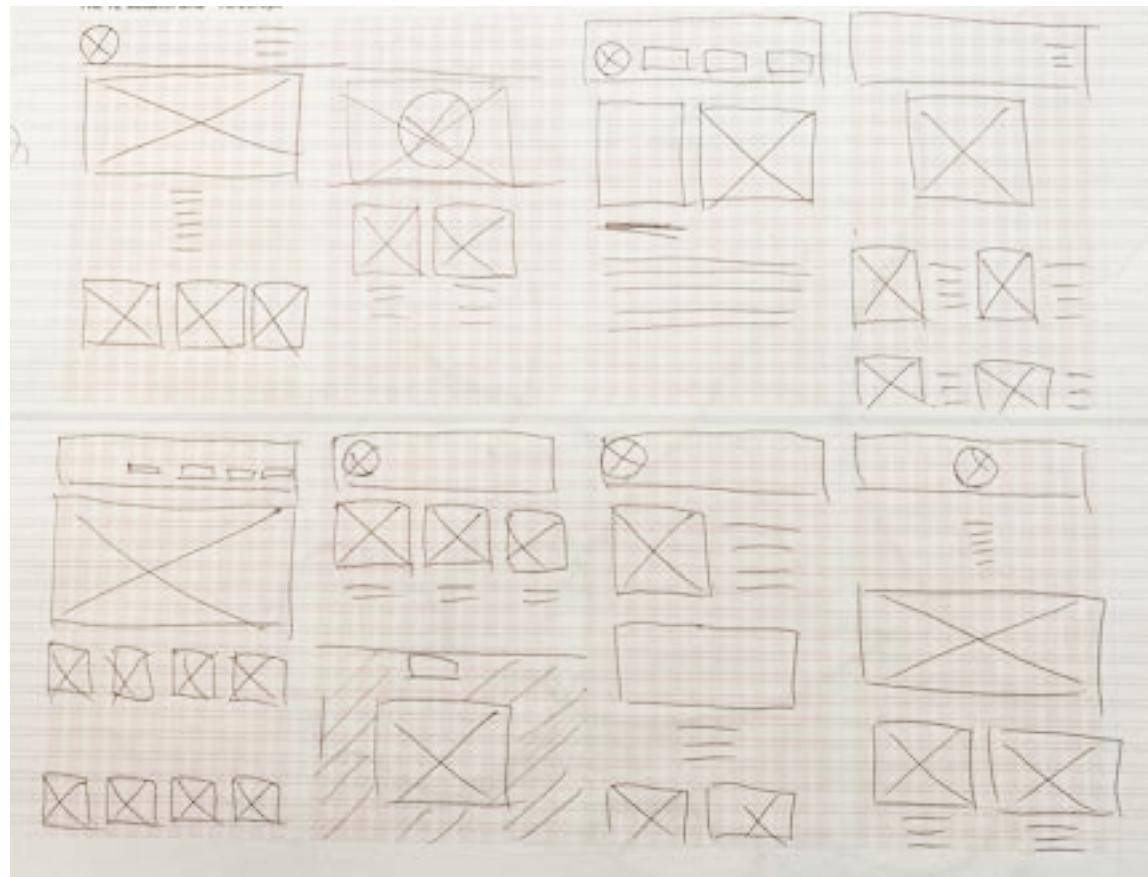


# User flows-Updated-

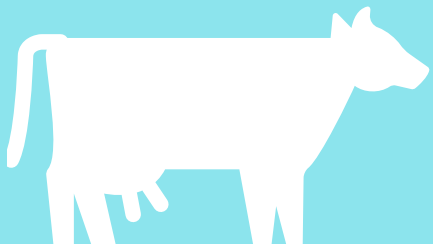




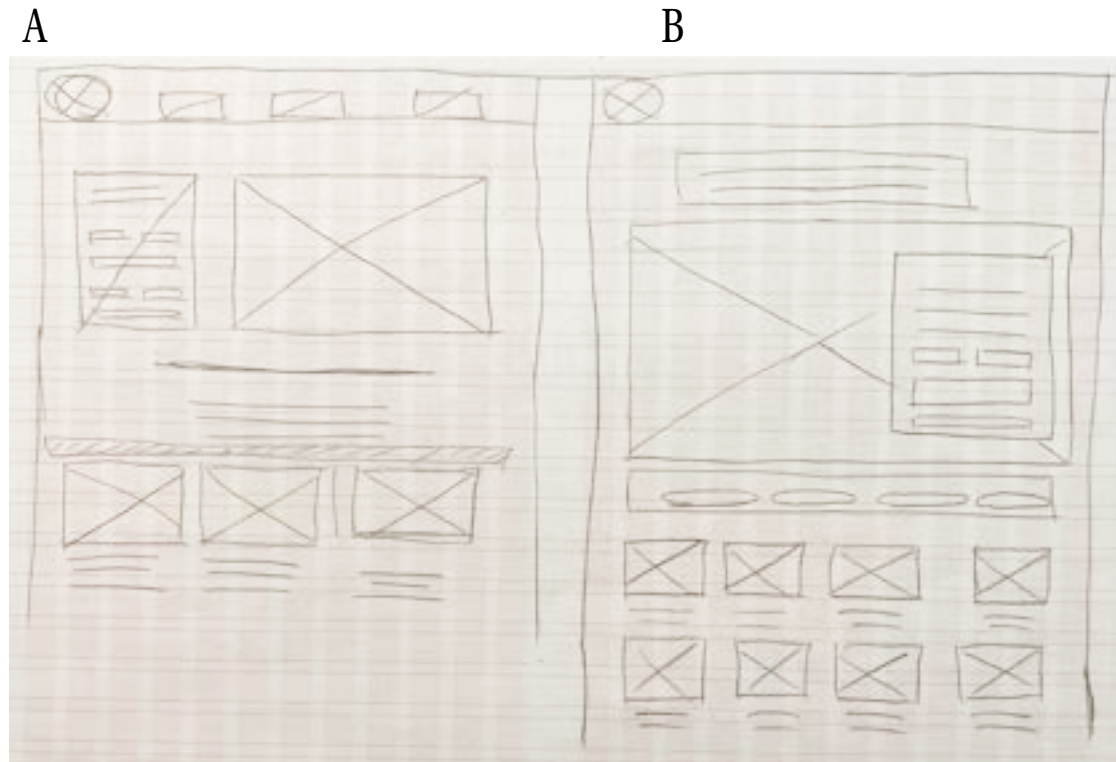
# Wireframe - Initial Sketches-





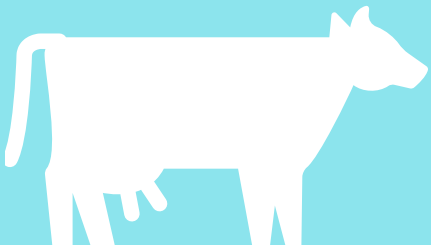


# Wire frame -A/B Testing-

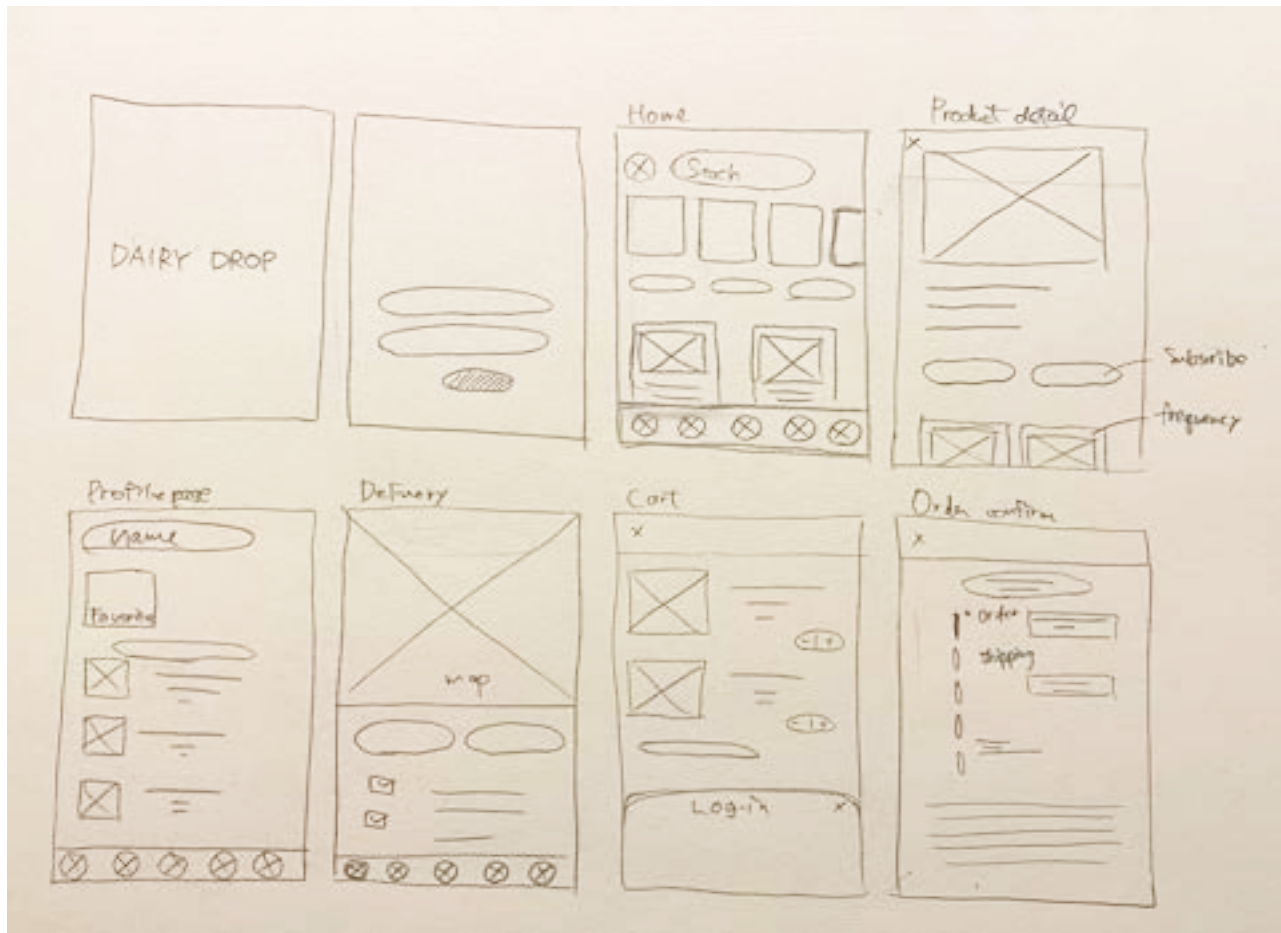


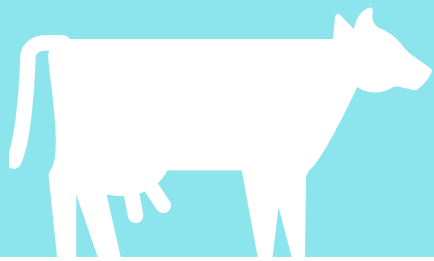
## Results from A/B testing

Results from A/B testing indicate a 50-50 split in user preferences. Users favor clean, simple designs with moderate information on the screen. Detailed displays of photos and intricate layouts are less popular. Design clarity with ample whitespace and a non-overwhelming layout is crucial.

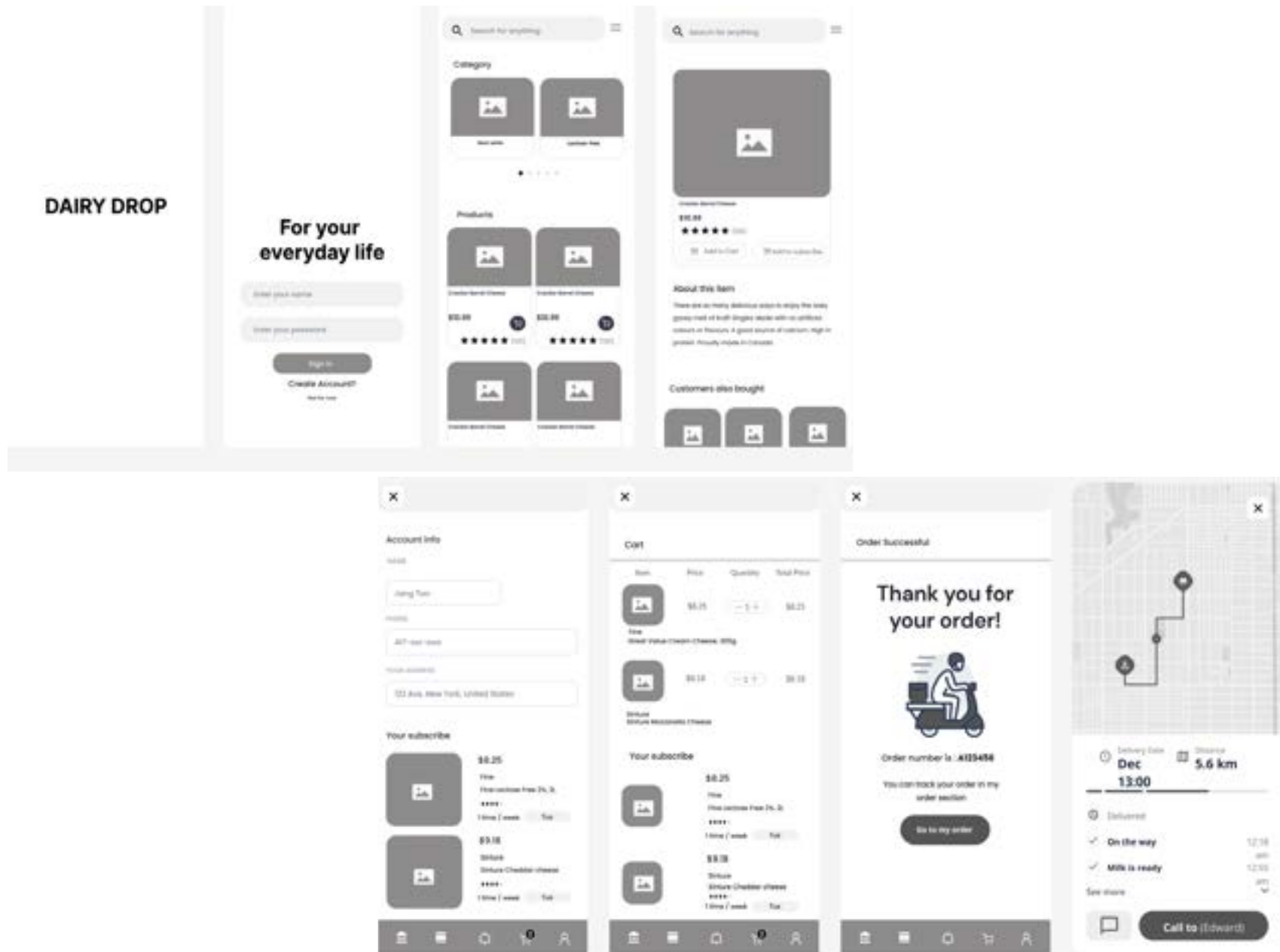


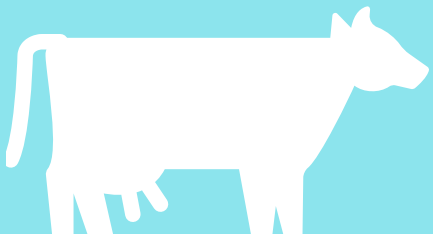
# Low-Fidelity Wire frame



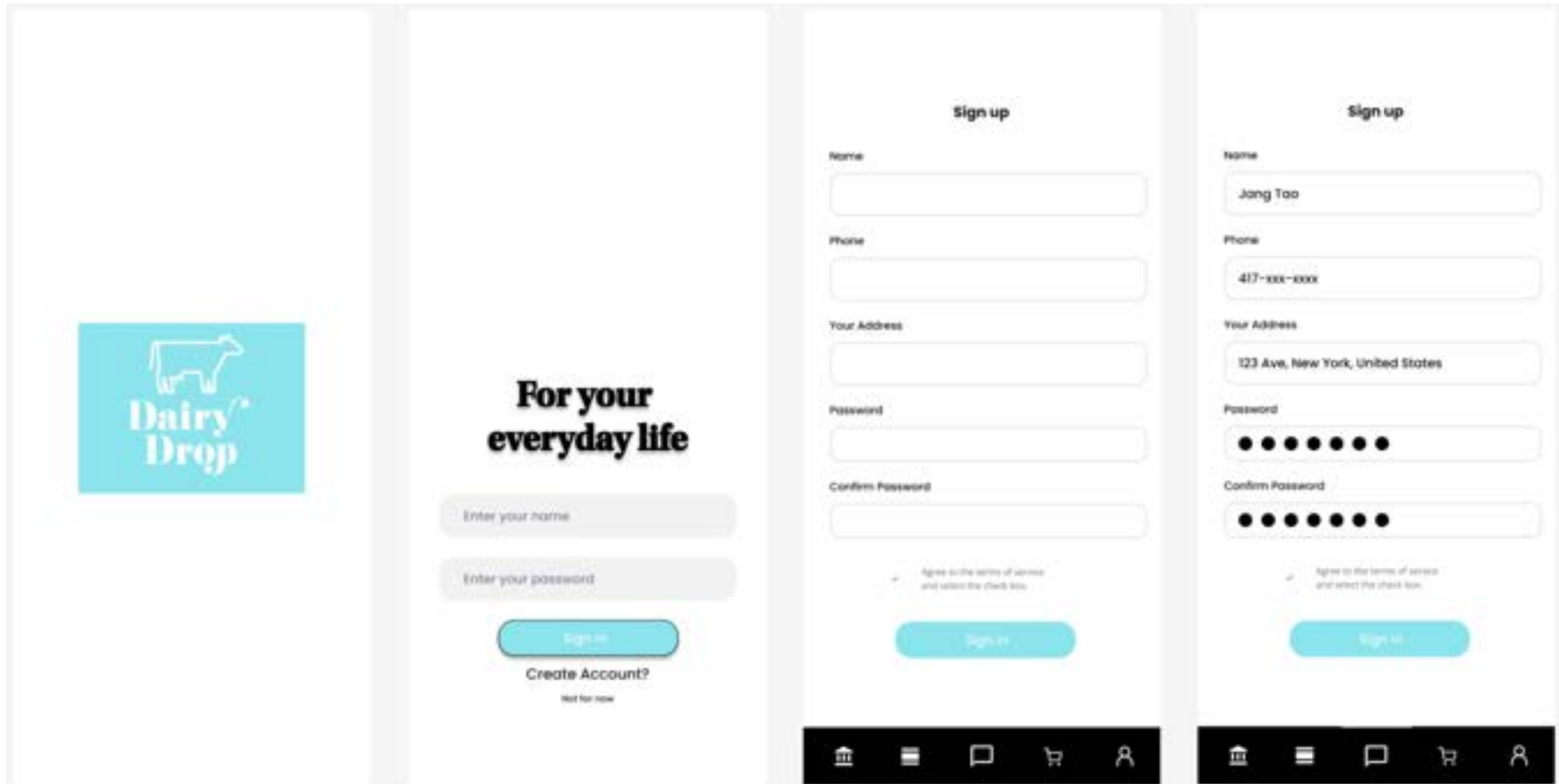


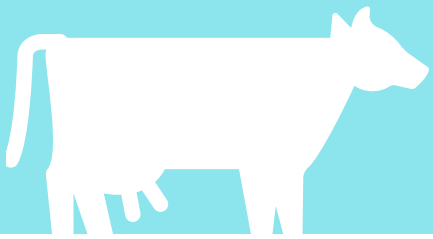
# Mid-Fidelity Wire frame



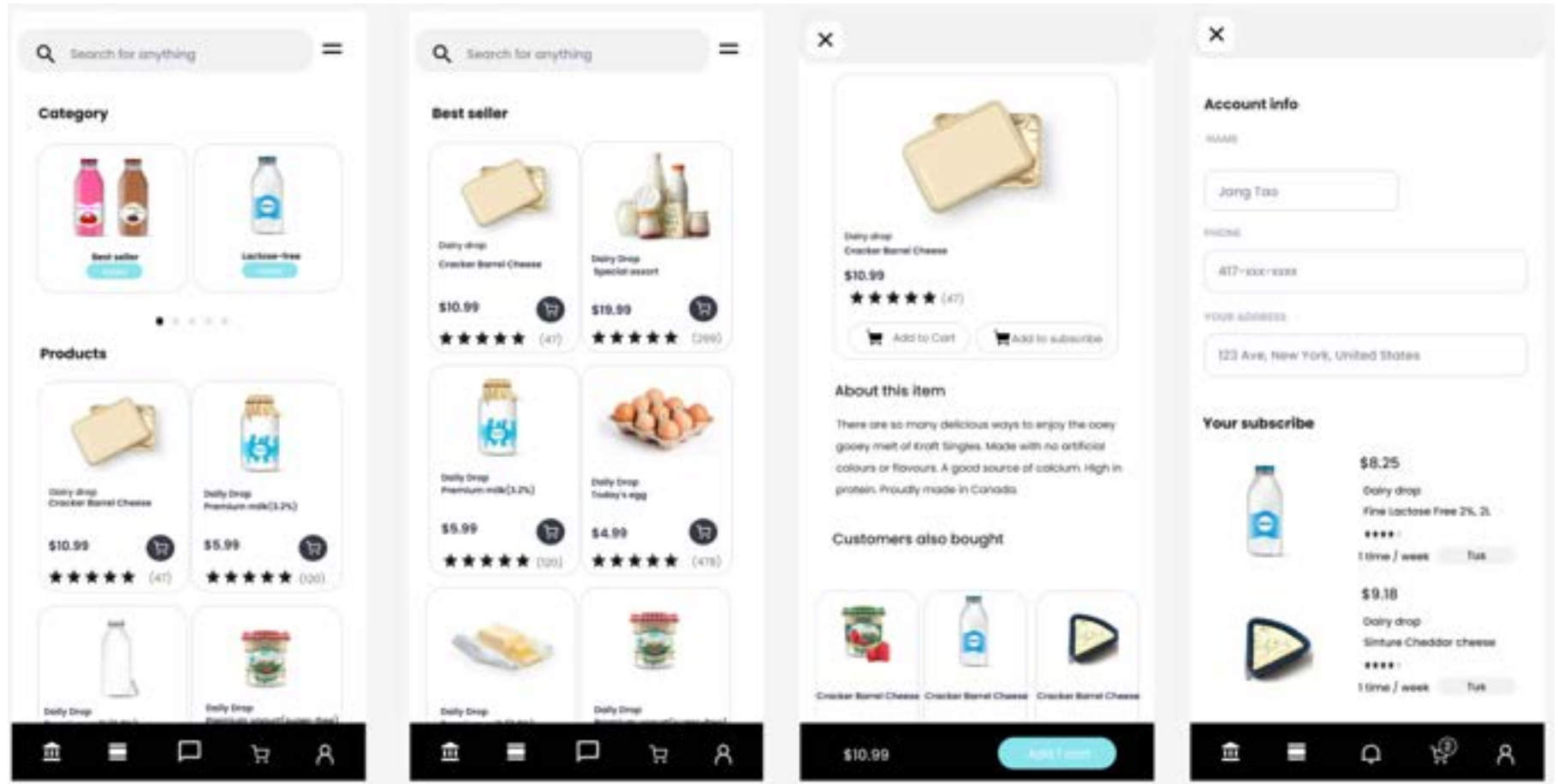


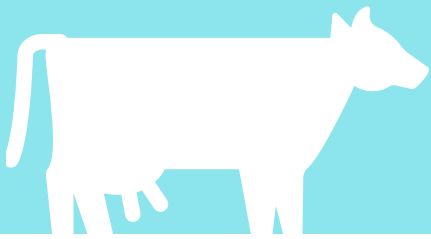
# High-Fidelity Wire frame





# High-Fidelity Wire frame





# High-Fidelity Wire frame

### Cart

Item	Price	Quantity	Total Price
Dairy drop Cracker Bamel Cheese	\$10.99	- 1 +	\$10.99
Dairy drop Fine Cherry Yogurt, 600g	\$8.18	- 1 +	\$8.18

[Add more items](#)

#### Your subscribe

Dairy drop Fine lactose free 2% 2L	\$8.25	- 1 +	\$8.25
Dairy drop Signature Cheddar cheese	\$9.18	- 1 +	\$9.18

[Continue shopping](#) [Go to delivery detail](#)

### Delivery detail

Item	Price	Quantity	Total Price
Dairy drop Cracker Bamel Cheese	\$10.99	- 2 +	\$21.98
Dairy drop Fine Cherry Yogurt, 600g	\$8.18	- 1 +	\$8.18

**Subtotal** \$8.18

Do you deliver these items with subscription products?

- Yes, deliver together with subscription items.
- No, Same-day delivery. Available for orders over \$30.

Your next subscription delivery is on **December 5th (Tue)**

[Continue shopping](#) [Go to check out](#)

### Your subscribe Delivery detail

Item	Price	Quantity	Total Price
Dairy drop Fine lactose free 2% 2L	\$9.18	- 2 +	\$18.36
Dairy drop Signature Cheddar cheese	\$8.25	- 1 +	\$8.50

#### One time Delivery detail

Item	Price	Quantity	Total Price
Dairy drop Cracker Bamel Cheese	\$10.99	- 2 +	\$21.98
Dairy drop Great Value Cream Cheese, 300g	\$8.25	- 1 +	\$8.25
Dairy drop Fine Cherry Yogurt, 600g			

**Subtotal** \$45.09

Your next subscription delivery is on **December 5th (Tue)**

[Go to check out](#)

### Checkout

123 Oakwood Ave  
New Dealer Hill 202

Meet at my door  
Add delivery instructions

#### Delivery time

morning  afternoon

#### Order summary

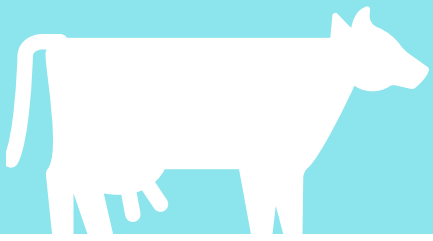
**6 items** [See detail](#)

Subtotal  
Tax & Other Fees  
Total

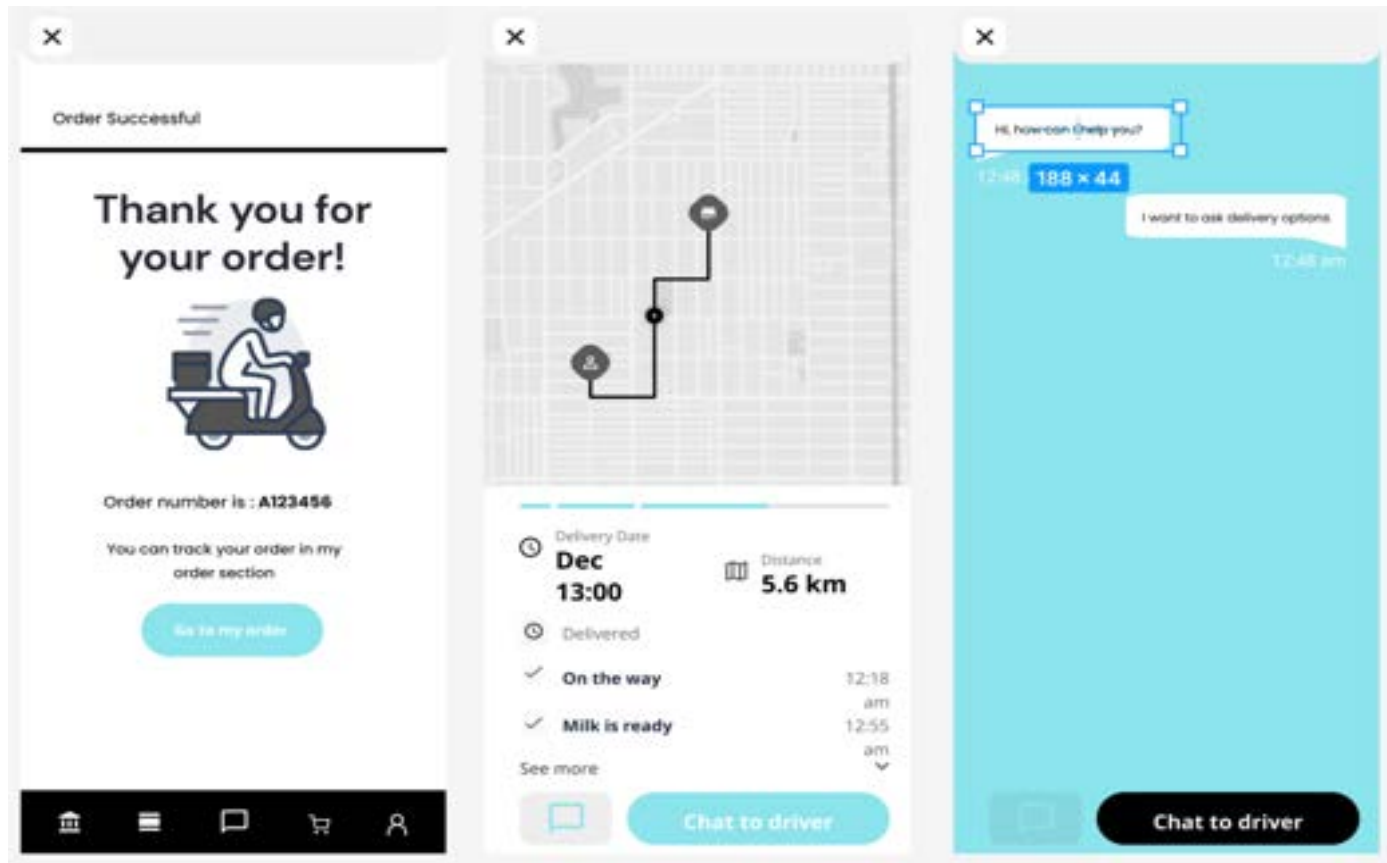
#### Payment Method

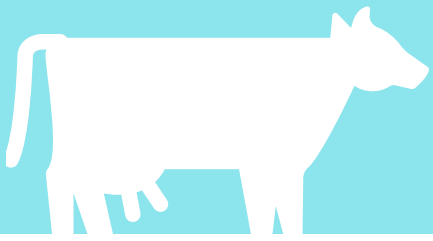
Mike ●●●● 5678

[Place your order](#)



# High-Fidelity Wire frame





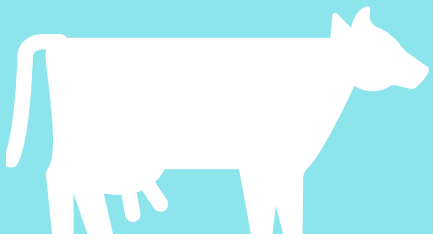
# Prototype



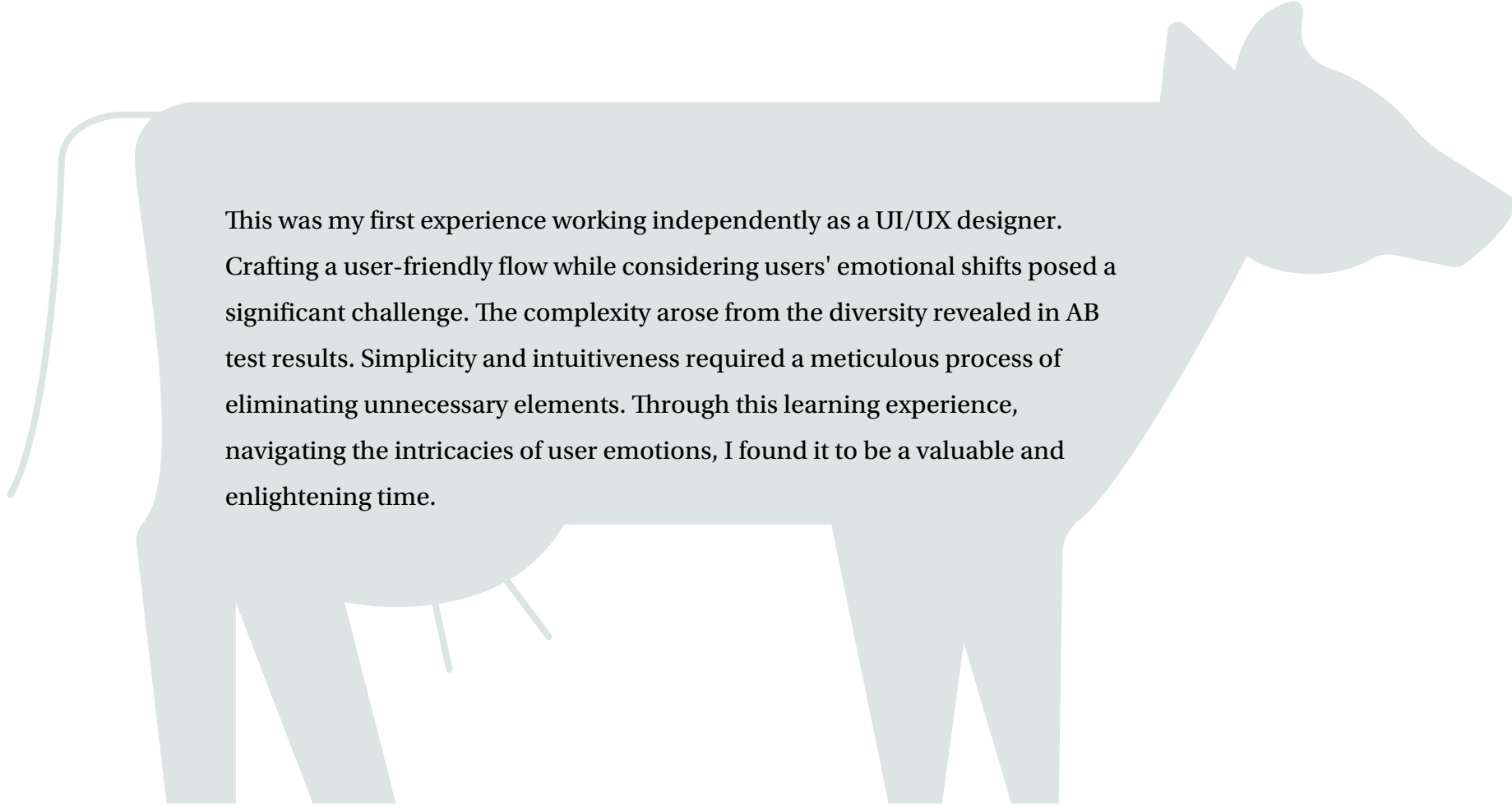
Click for Prototype

<https://www.figma.com/proto/iBYnFXwoveHY4dIDGXJcPB/Untitled?type=design&node-id=31-41&t=ttoobZzcKNEVbd0L-1&scaling=scale-down&page-id=0%3A1&starting-point-node-id=31%3A41&mode=design>





# Reflection

A large, light grey silhouette of a cow, facing right, which serves as a background for the main text block.

This was my first experience working independently as a UI/UX designer. Crafting a user-friendly flow while considering users' emotional shifts posed a significant challenge. The complexity arose from the diversity revealed in AB test results. Simplicity and intuitiveness required a meticulous process of eliminating unnecessary elements. Through this learning experience, navigating the intricacies of user emotions, I found it to be a valuable and enlightening time.