UI/UX Case Study

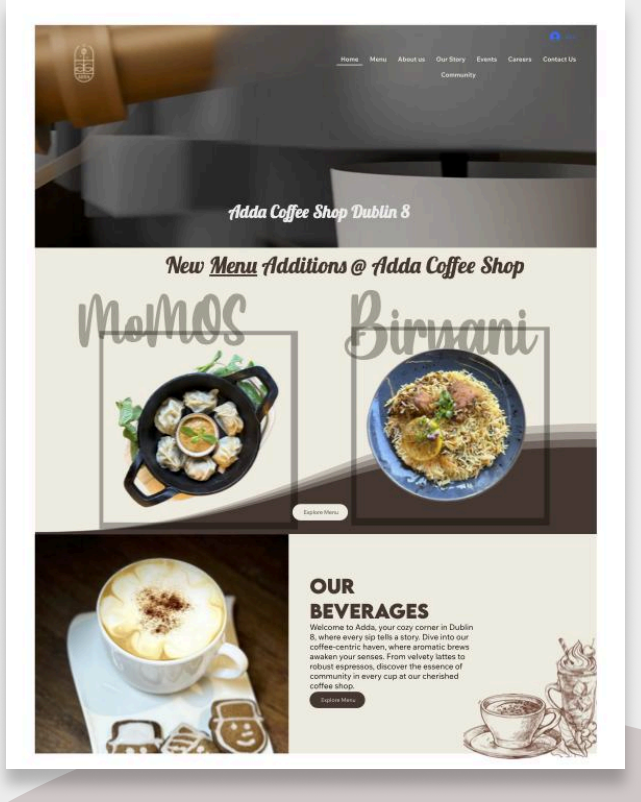
Web Development

Tapa Health is a platform that provides expert insights and structured guidance to help users understand and manage burnout effectively.

View Live Site

About the Project

Adda Cafe's website is a vibrant and engaging digital space designed to attract a wider audience and enhance user interaction. Featuring a state-of-the-art menu display, the site offers an immersive experience with visually rich representations of the café's offerings. From interactive elements to seamless navigation, the website captures the essence of Adda Cafe's ambiance, inviting visitors to explore specials, events, and exclusive promotions. With a focus on user engagement, it integrates social media, customer reviews, and a dynamic reservation system, making it the go-to hub for coffee lovers and food enthusiasts.



My Role

UX Design Lead/ Front- End Developer

My Stacks

Responsibilities

- UX Research & Analysis
- Wireframing & Prototyping
- UI/UX Design
- Web Development
- User Testing & Feedback

Design Process

1. Understand

Research user needs, pain points, and behaviors.

3. Ideate

Generate creative solutions and explore different ideas.

5. Refine

Gather feedback, refine designs, and improve usability.

2. Identify

Define key problems and user challenges to address

4. Define

Develop wireframes, mockups, and interactive prototypes.

01

Understanding The Problem

Problem

Many cafes struggle with low online visibility and limited customer engagement. Without an interactive and visually appealing website, potential customers may overlook the café, reducing foot traffic and brand awareness.

Goals

The Adda Cafe website aims to increase audience engagement and attract more visitors by showcasing a modern digital menu, integrating interactive features, and streamlining customer interactions through reservations and promotions.

Proposal

The Adda Cafe website will be a visually immersive and user-friendly platform, featuring a state-of-the-art menu display, social media integration, and interactive elements. With seamless navigation, customer reviews, and an easy reservation system, it enhances engagement and drives more visitors to the café.

User Persona

Emily O’Connor

UX Designer at a Tech Startup

Dublin, Ireland

Demographics

Gender	Female
Age:	30
Education:	MSc. Digital Media
Job:	UX designer

Background

Emily grew up in Cork and moved to Dublin for university, where she studied Digital Media and Design. She has been working in UX design for six years, focusing on creating seamless digital experiences. As a creative professional, she enjoys working from cafés for a change of scenery and inspiration. She frequently collaborates with remote teams and attends networking events in the city.

Goals and Needs

- She wants to easily browse a café’s menu, check ambiance through images, find promotions or loyalty rewards, and quickly book a table for work or casual meetups.
- Emily finds it frustrating when café websites lack updated menus, high-quality visuals, or easy ways to book a table. She also struggles to find spots that balance great coffee, comfortable seating, and a creative atmosphere.

Context

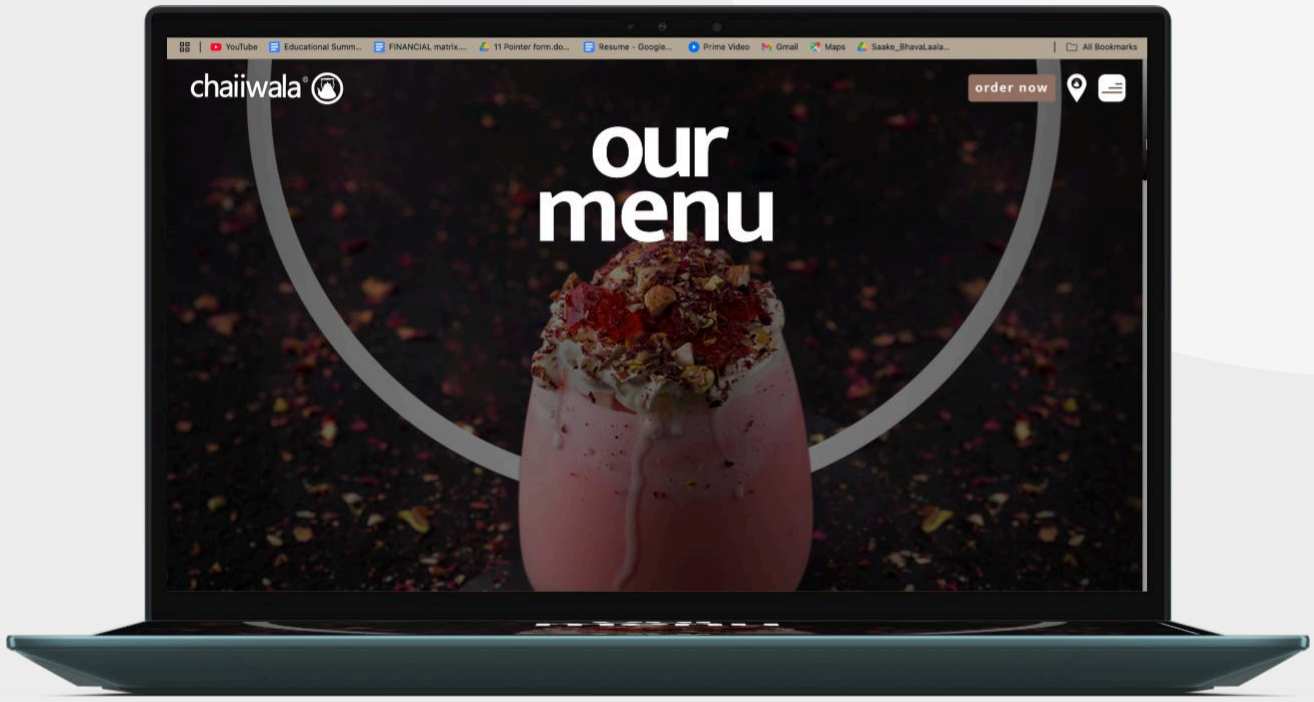
Emily loves Adda Cafe’s modern and intuitive website, interactive menu display, and seamless booking system. The café’s aesthetic ambiance, great coffee, and engaging online presence make it her go-to spot for work sessions and social gatherings.

02

Competitor Analysis

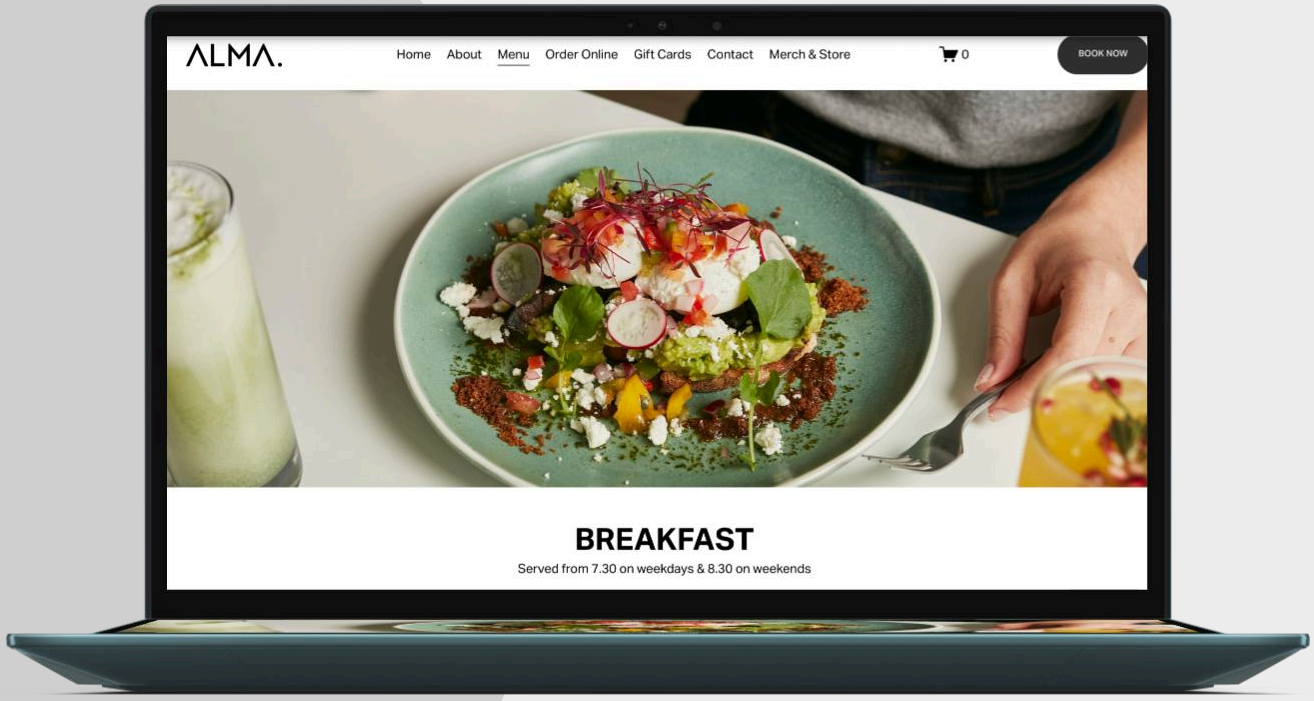
Chaiwala Cafe

- Chaiwala Café is a vibrant, modern café known for its Indian-inspired tea culture and unique ambiance. With a strong social media presence, it attracts customers through aesthetic branding, influencer collaborations, and engaging content. Their website features an interactive menu, online ordering, and location-based promotions, making it easy for customers to explore offerings. Their focus on authentic chai flavors, seasonal specials, and cultural storytelling helps them build a loyal community.



Alma Cafe

- ALMA Café is a trendy, minimalist café that prioritizes sustainability and high-quality artisanal coffee. Their website is sleek, user-friendly, and visually driven, emphasizing their specialty coffee, organic ingredients, and ethical sourcing. With a blog, subscription services, and loyalty programs, ALMA Café enhances customer retention and engagement. Their focus on wellness-oriented food options, eco-friendly initiatives, and premium café experiences differentiates them in the market.

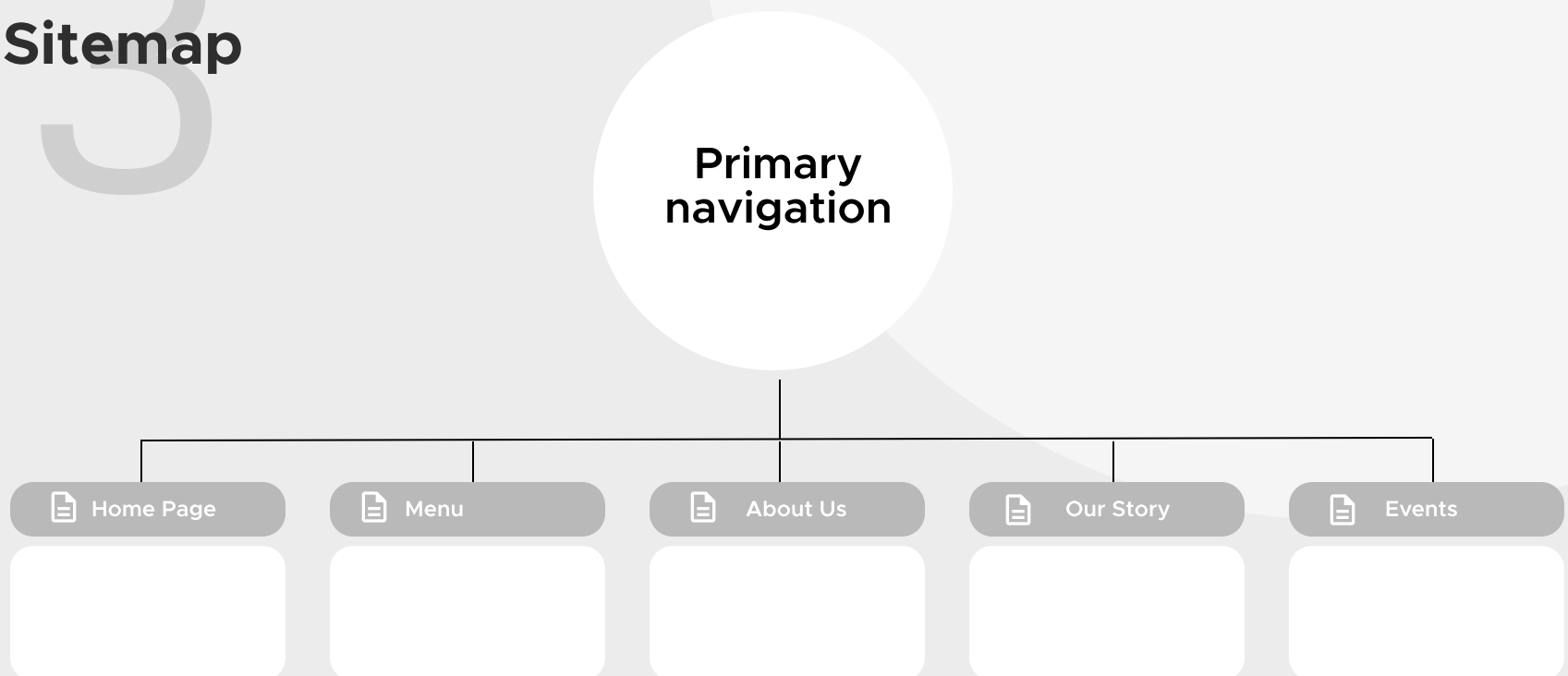


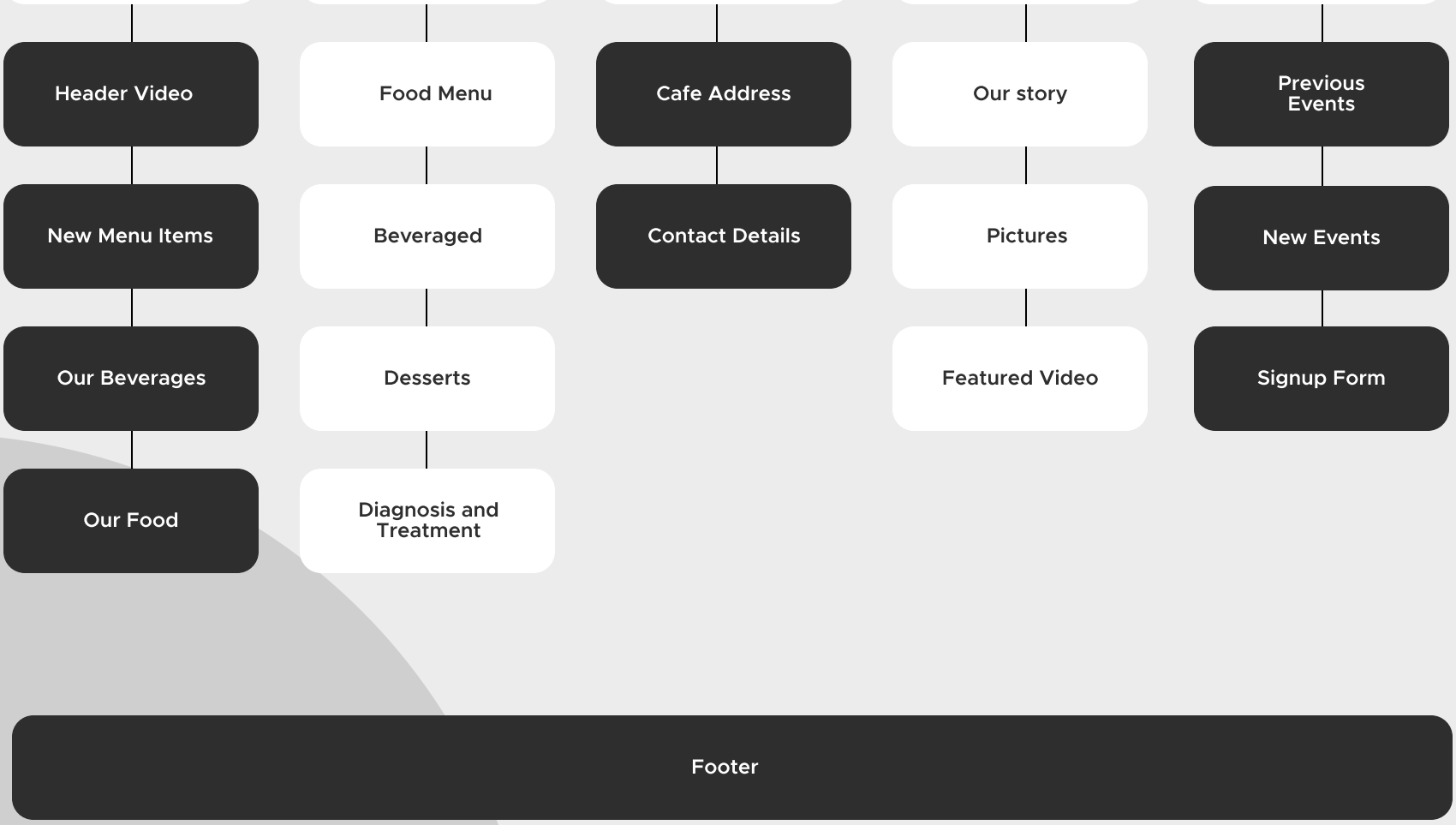
Key Takeaways

- Engaging design
- Coherent Menu
- Enhanced UX

03

Sitemap

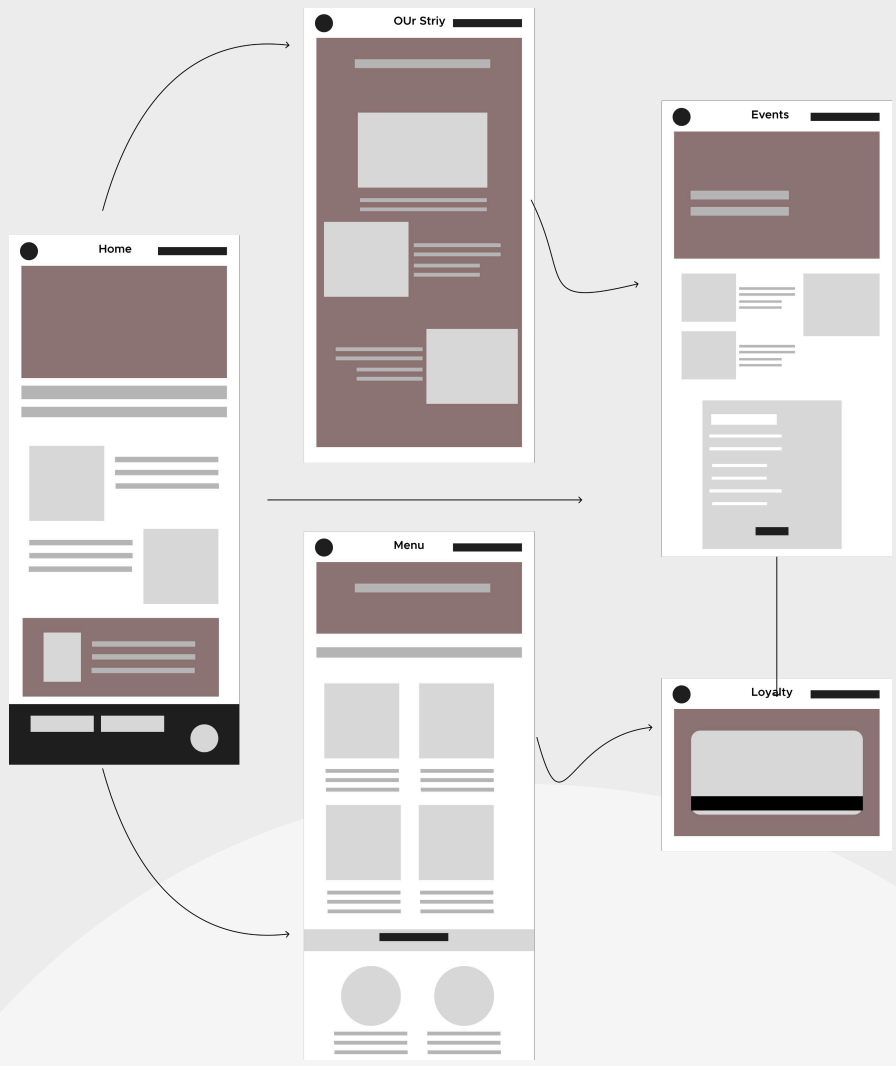




04

Wireframes

This project focuses on using low-fidelity wireframes to ideate and refine the UI and UX functionality of the design. By creating simple, structured layouts, the wireframes help define the navigation flow, content hierarchy, and interaction patterns before moving into high-fidelity designs.
The goal is to ensure usability, accessibility, and efficiency, aligning the design with user needs and business objectives. Through iterative testing and feedback, the wireframes will guide the final product's functionality, layout, and user experience, ensuring a seamless and intuitive interface.



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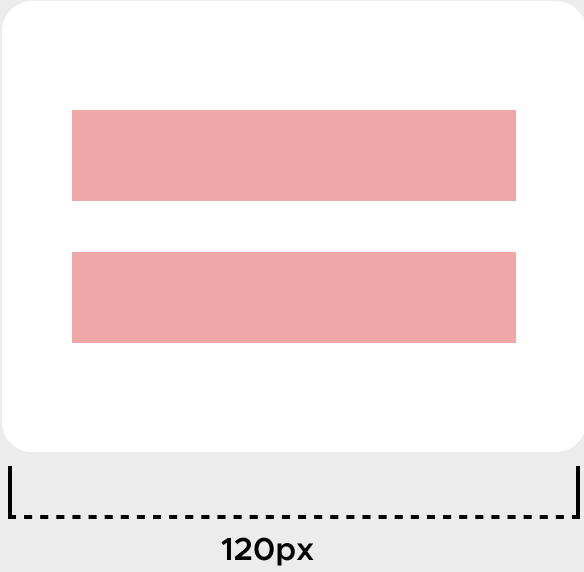
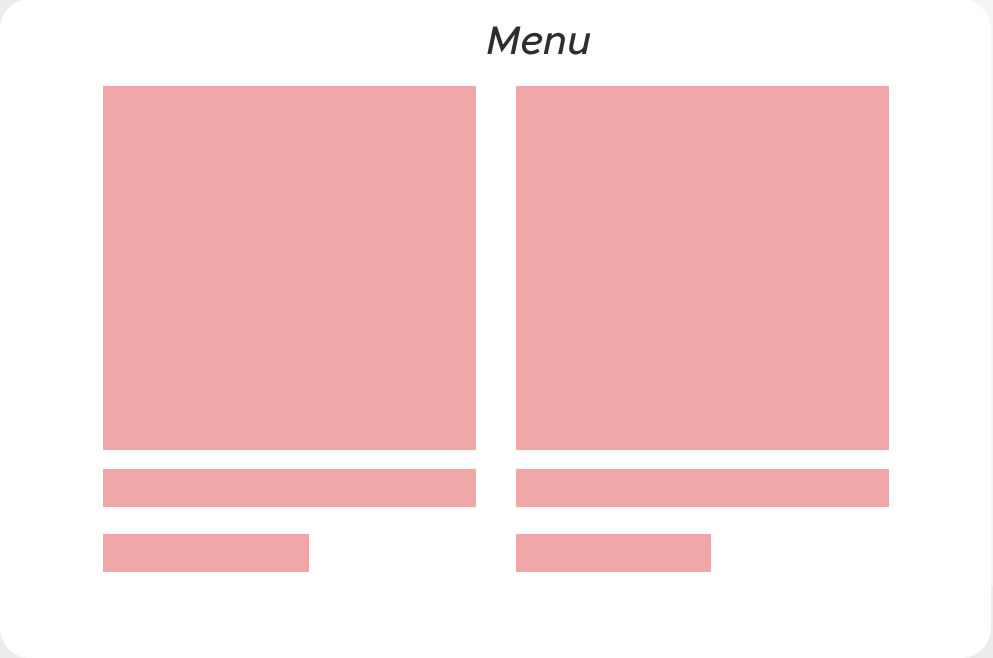
Design Guidelines



Gutter: 16px
Margin: 25px



Gutter: 25px
Margin: 40px

UX Design

Design System

Colour Palette

#8D7373
Rosewood Dust

#BA9771
Antique Bronze

#FEE8C9
Warm Sandstone

#2F2F2F
Charcoal Onyx

#513920
Aged Walnut

#CCCDCE
Smoky Silver

Typography

Logo Font

Aa

Headings

AA

Text

Aa

Helvetica

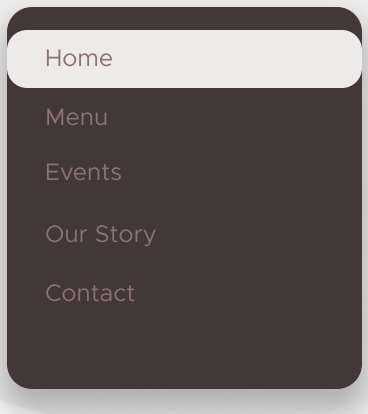
Lemon Milk

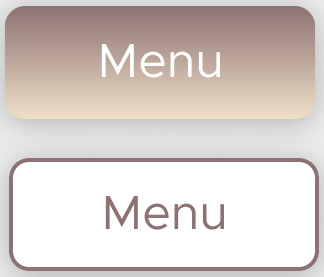
Metropolis Light

Menus

Icons

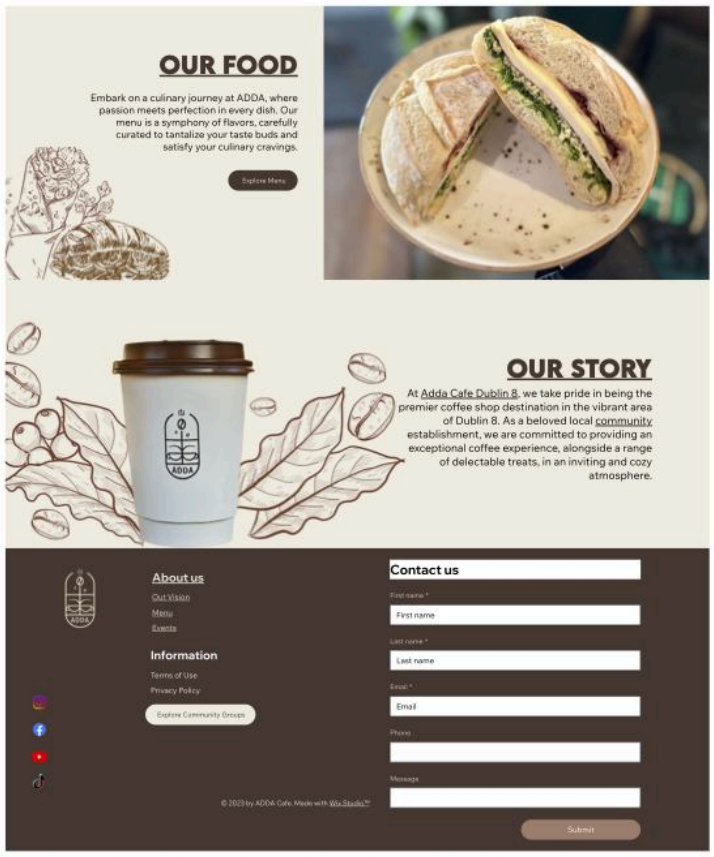
Buttons

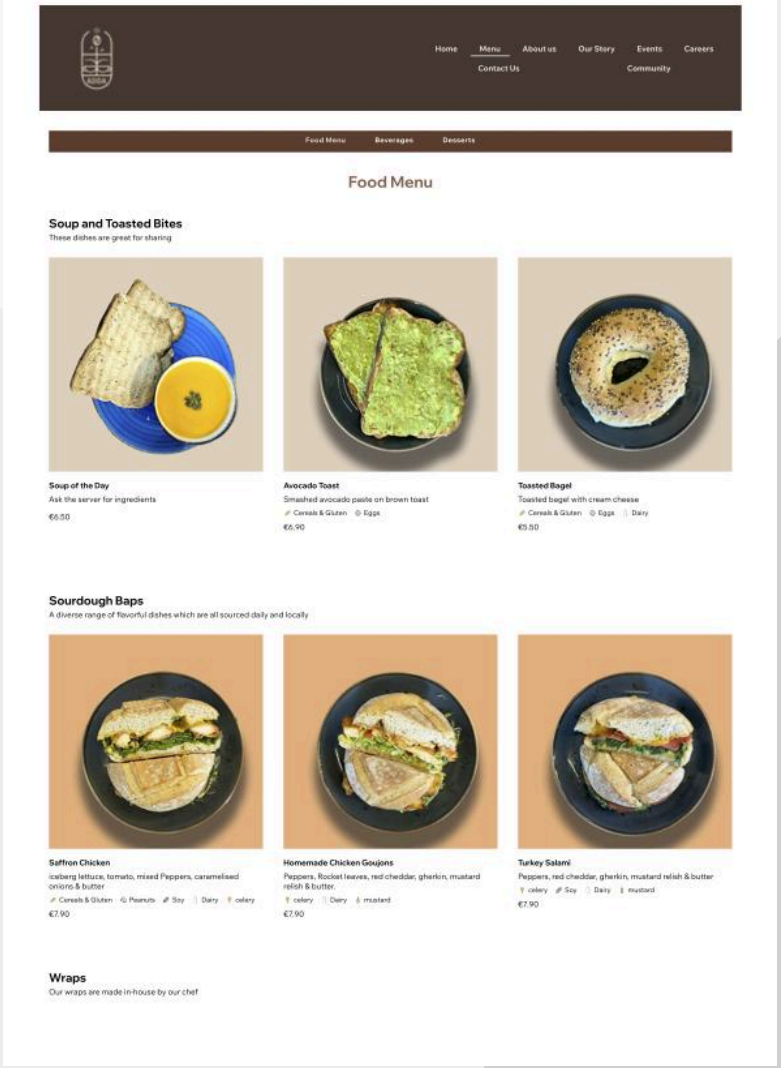


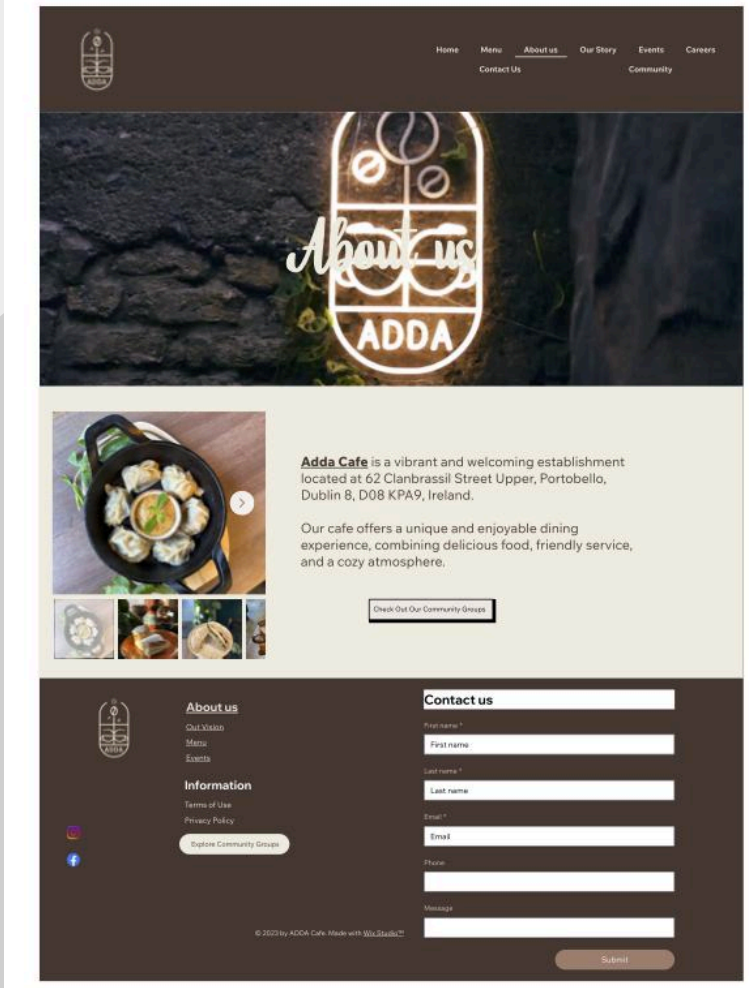


06

High Fidelity Screens







Loyalty Card

Thank You

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