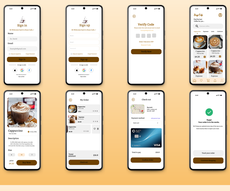
Buzz Cafe

Coffee

Take a break. Sip, smile, and slow down.
Every cup is brewed to calm your mind and lift your day.

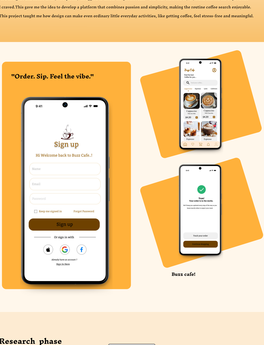
In today's fast-paced world, people often seek comfort in a cup of coffee not just for energy, but for a moment of calm, connection, and inspiration. Yet, finding a cafe that truly matches one's mood, taste, and vibe can be challenging. Buzz Coffee was born from the desire to create a space both digital and physical where coffee lovers can effortlessly discover their perfect brew and reconnect with themselves, one sip at a time.



Project Backround, Personal Journey

Buzz Cafe is a mobile platform that matches coffee lovers with local cafes that fit their lifestyle, mood, and preferences. *The concept* started from seeing that people frequently crave for connection and comfort in addition to coffee. The intention was to build a seamless experience that would allow users to easily and joyfully explore menus, find cafes, and enjoy the taste of coffee.

As a designer and coffee lover, I frequently struggled to locate the perfect cafe - one that matched my stylemood offered the experience I crave6 This gave me the idea to develop a platform that combines passion and simplicity, making the routine coffee search enjoyable. This project taught me how design can make even ordinary little everyday activities, like getting coffee, feel stress-free and meaningful.



Research phase

User Personas

We conducted online surveys and user interviews to understand coffee lovers' habits, preferences, and emotions. *Participants shared* how mood influences their cafe choices and highlighted the need for a simple, personalized platform. Insights from this research shaped Buzz Cafe's focus on mood-based discovery, convenience, and creating a calming digital experience.

User journey & User Flow

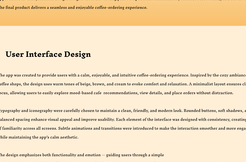
Buzz cafe transforms ordinary coffee runs into mood-based experiences. The user journey and flow together highlight how users move from craving comfort to enjoying their personalized coffee moments quickly, simply, and joyfully.

(User Flow)
The Buzz Cafe app bridges emotion and efficiency: guiding users from mood to step through a seamless, personalized flow that enhances comfort,speed,speed, and satisfaction.

User Research

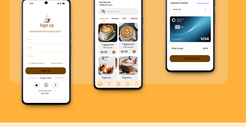
To understand user preferences, surveys were conducted asking participants about their coffee habits and expectations from cafe discovery apps. Most users expressed strong interest in receiving cafe suggestions based on their mood, emphasizing how coffee helps them relax and relieve stress. When asked about desired features, users preferred options like personalized recommendations, quick ordering, ambience filters, and nearby cafe discovery. Many participants revealed that their cafe choice depends not only on coffee taste but also on mood, comfort, and overall vibe. These insights helped shape Buzz Cafes focus on creating a soothing, mood-based and user-friendly mobile experience.

Information Architecture / Wireframes



Information Architecture / Wireframes

The information architecture of Buzz Cafe was designed to create a smooth and intuitive user experience. The app flow focuses on quick cafe discovery, mood-based recommendations, and effortless ordering. Wireframes were created to visualize the structure, prioritize key user actions, and ensure clarity in navigation. Each screen was designed with simplicity, minimal clicks, and clear hierarchy – from the home page showcasing mood-based cafe options to detailed cafe profiles, personalized drink suggestions, and a seamless checkout process.



Usability Testing

To evaluate the effectiveness and ease of use of the Buzz Cafe app, usability testing was conducted with selected users. Participants were asked to perform key tasks such as discovering cafes, placing orders, and exploring mood-based recommendations. Observations and feedback revealed areas to improve navigation clarity, button placement, and visual hierarchy. Most users found the app intuitive and appreciated its calm, minimal design. Insights from this testing phase helped refine interactions, enhance accessibility, and ensure that the final product delivers a seamless and enjoyable coffee-ordering experience.

User Interface Design

The app was created to provide users with a calm, enjoyable, and intuitive coffee-ordering experience. Inspired by the cozy ambiance of coffee shops, the design uses warm tones of beige, brown, and cream to evoke comfort and relaxation. A minimalist layout ensures clarity and focus, allowing users to easily explore mood-based cafe recommendations, view details, and place orders without distraction.

Typography and iconography were carefully chosen to maintain a clean, friendly, and modern look. Rounded buttons, soft shadows, and balanced spacing enhance visual appeal and improve usability. Each element of the interface was designed with consistency, creating a sense of familiarity across all screens. Subtle animations and transitions were introduced to make the interaction smoother and more engaging, while maintaining the app's calm aesthetic.

The design emphasizes both functionality and emotion — guiding users through a simple
flow that mirrors their daily coffee ritual. Feedback from testing sessions helped refine visual hierarchy, color contrast, and overall accessibility. As a result, the Buzz Cafe UI successfully blends a welcoming atmosphere with seamless usability, offering users a digital experience that feels as comforting as their favorite cup of coffee.

Buzz Cafe Taught Me

Working on the Buzz Cafe project taught me the importance of designing with empathy and understanding user emotions. I learned how thoughtful design choices from colors and typography to flow and functionality can influence how users feel and interact with an app. This project strengthened my skills in user research, wireframing, and usability testing while showing me how crucial it is to connect a product's purpose with user needs. Most importantly, it reminded me that great design isn't just about aesthetics, but about creating experiences that bring comfort, clarity, and joy to people's everyday lives.