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Digital usability redesign



# The brand

VISION, MISSION, OFFERS AND PRODUCTS



CAFFÈ   
**BORBONE**  
*magica emozione*

# Who is Caffè Borbone



Born in **Naples in 1997** as a mark of Caffè Borbone srl company, Caffè Borbone brings in your homes the quality, dedication and passion of the inimitable Neapolitan espresso.

Since its inception, Caffè Borbone has managed the entire production process, from raw materials to the final product range, in order to stay in line with the company's mission: ensuring that the coffee **ritual** stays rooted in pleasure and relaxation.

## Vision

*«We want to offer the generations of today and tomorrow all the value and pleasure of the Neapolitan espresso.»*



# Main products



Coffee



Machines



Accessories

*“ We enter people's lives with real aromas and flavours, telling the love for our land, bringing the magic of a good coffee ”*



# Main offer

e-commerce website

“Providing an online shop for coffee-related products, that gives essential information about product compatibility, delivery conditions, and customer service ,”



# Online service organization

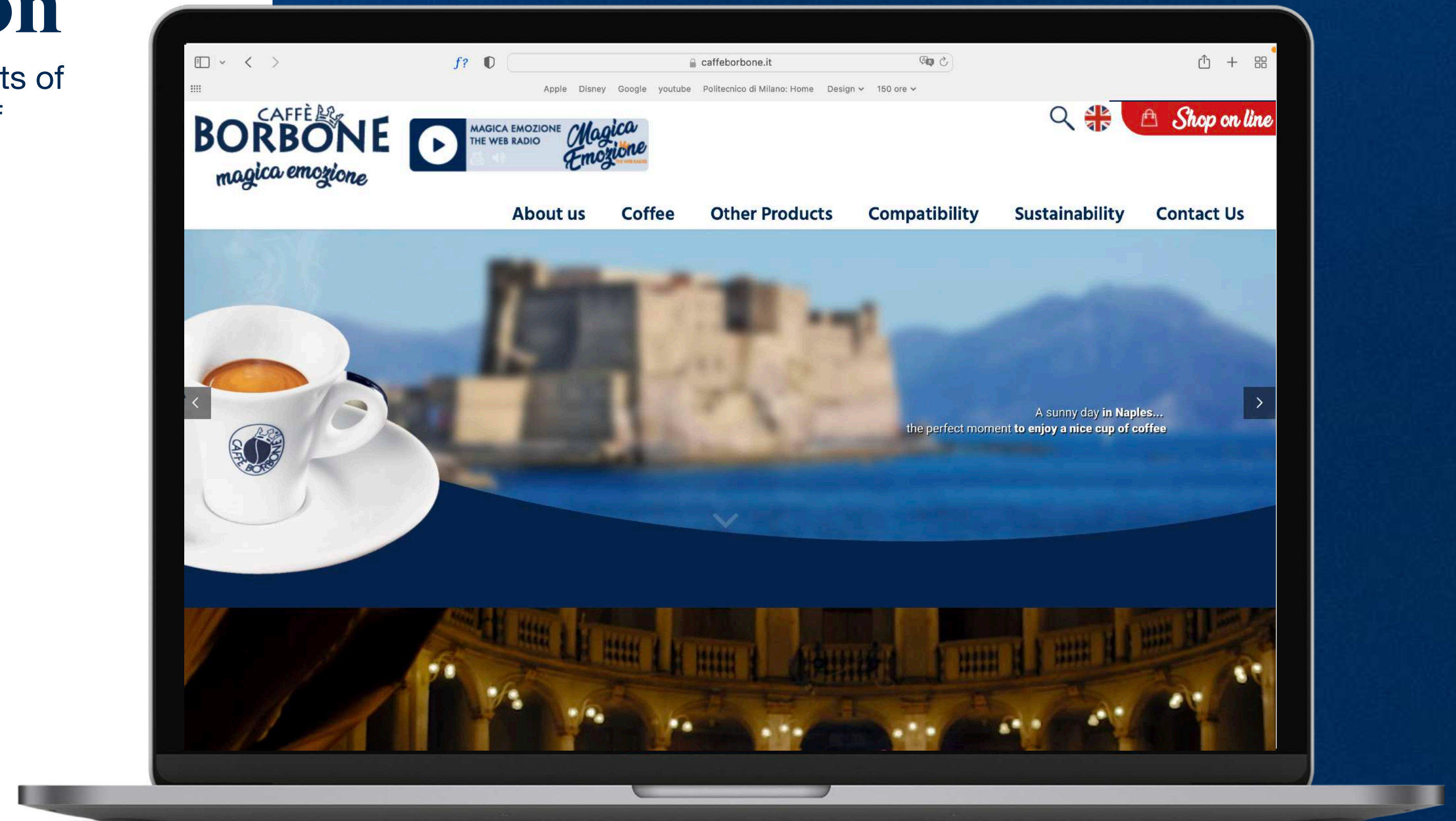
There are **two complementary websites** that provide different parts of the same service. The e-commerce figures are like an appendix of another web page which provides brand information.

## CAFFEBORBONE.IT

- Tells the story and values of Caffè Borbone brand. It shows the offer and tells product storytelling.
- The purchase of products isn't allowed: there's a link to the other website

## CAFFEBORBONEONLINE.IT

- Allows to actually purchase
- Gives information about all the products, compatibilities, specifics, delivery services, payment methods





# Online service organization

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# Main offer

e-commerce website

Buy products

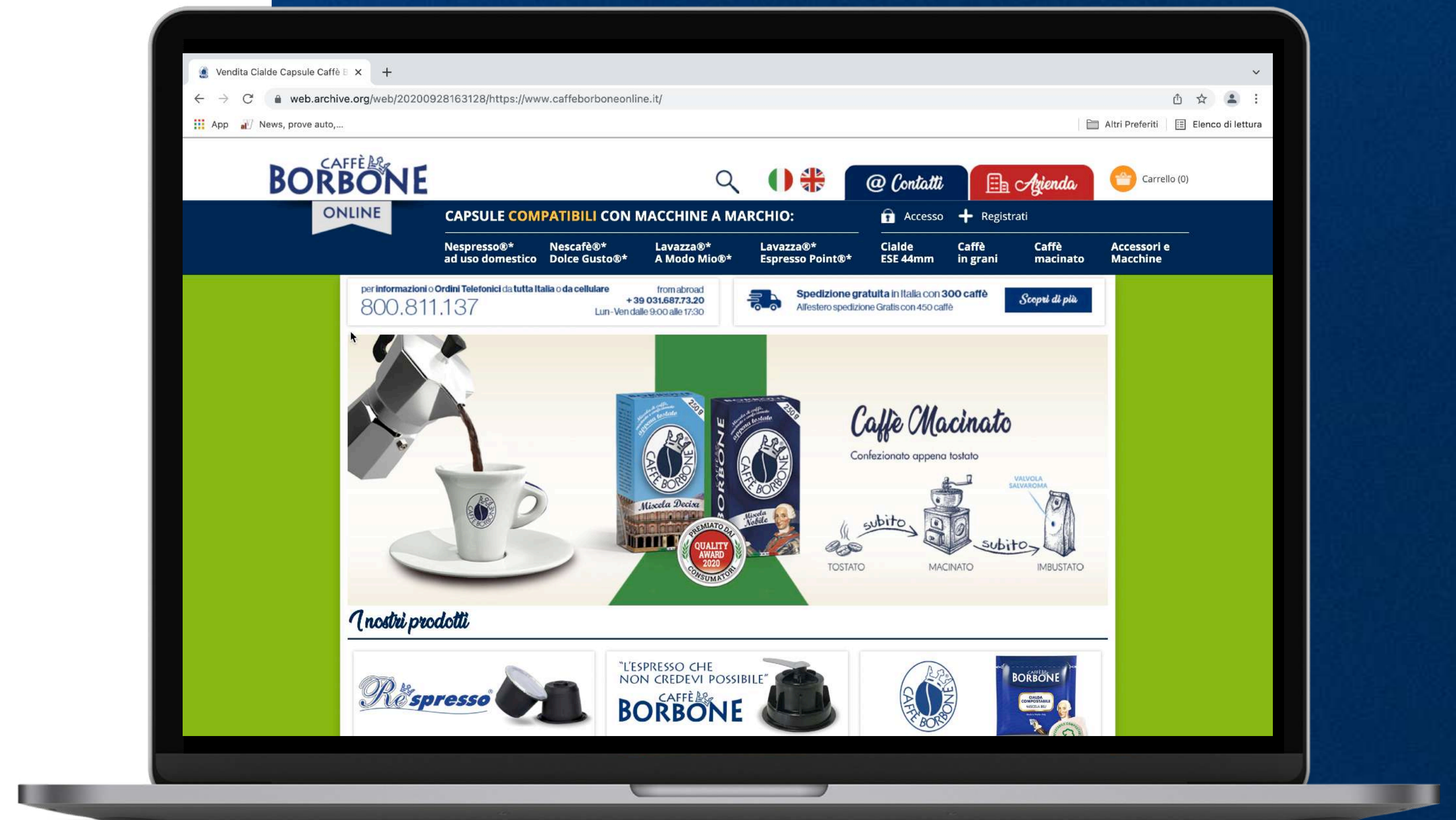
Look for product compatibility

Search for different products

Have information about the products

See reviews of the products

Contact the company for assistance





BRAND

COMPETITORS

PERSONAS

SITE ANALYSIS

PARAMETERS

REDESIGN

# Competitors

LAVAZZA, NESPRESSO AND ILLY CAFÈ



The logo for Lavazza, featuring the word "LAVAZZA" in a bold, dark blue, sans-serif typeface.

**Lavazza** was founded in Turin in 1895 by Luigi Lavazza, it was initially run from a small grocery store. The business is currently administered by the third and fourth generations of the Lavazza family.

The logo for Nespresso, featuring a stylized "N" with a swoosh followed by the word "ESPRESSO" in a bold, black, sans-serif typeface.

**Nespresso**, founded in 1986, is an operating unit of the Nestlé Group. Nespresso machines brew espresso and coffee from coffee capsules and is now considered a premium price coffee.

The logo for Illy, featuring the word "illy" in a red, lowercase, script font.

**Illycaffè** is an Italian coffee company and their specialty is espresso coffee. Illy was founded in 1933 by Francesco Illy and remains family-controlled.





«It is about doing business with the heart»

PASSION – INNOVATION – SUSTAINABILITY

TYPES OF PRODUCTS

Wide – capsules, pods, coffee beans, powder

SECONDARY PRODUCTS

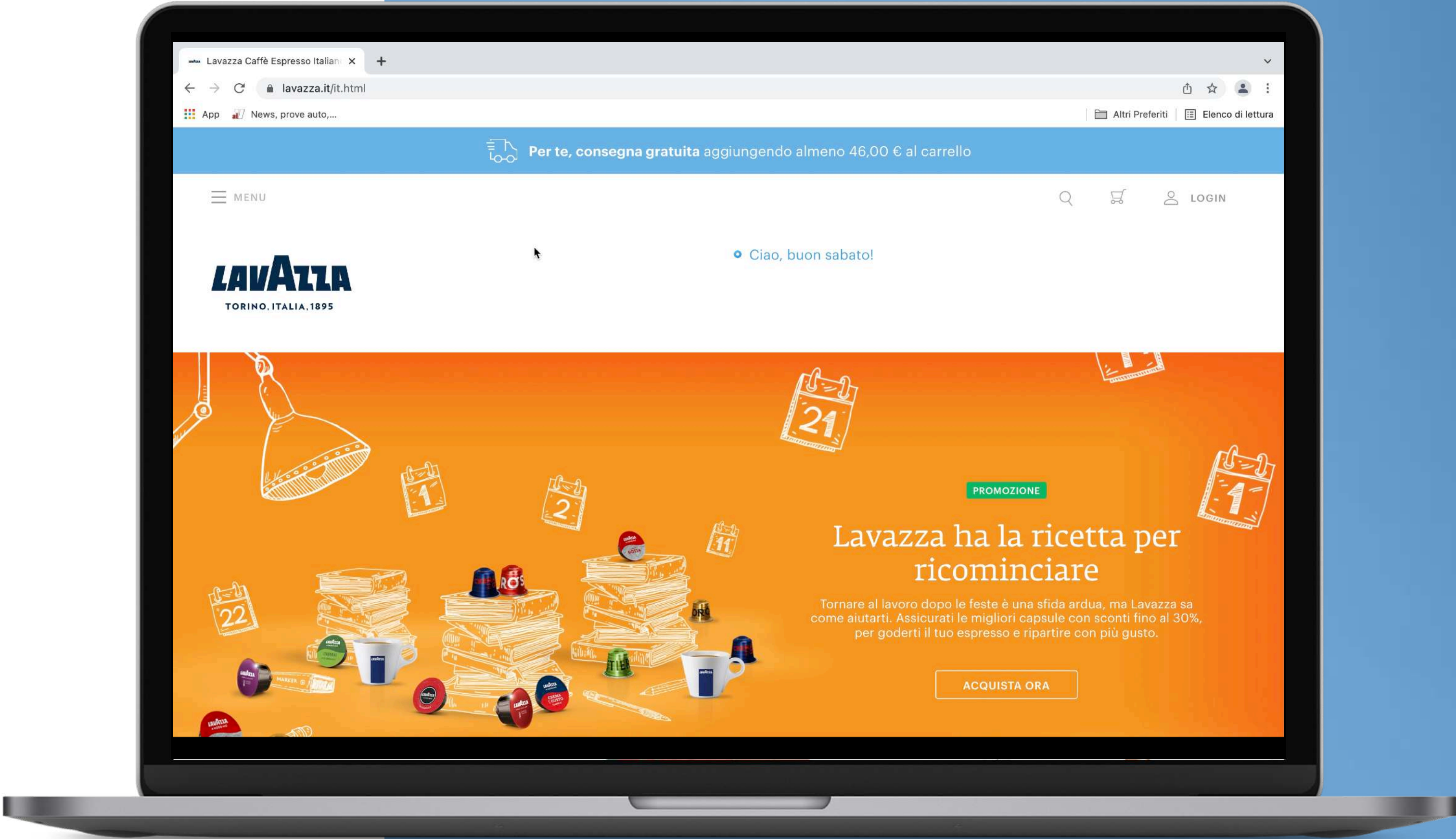
Wide – ready to drink, instant coffee, machines, cups, mugs, gadgets

TOUCHPOINT

Retail coffee shops

MARKET

B2B/B2C







«We like to do things differently»

ORIGINALITY – CARE – SOSTENIBILITY

TYPES OF PRODUCTS

Limited – original Nespresso capsules

SECONDARY PRODUCTS

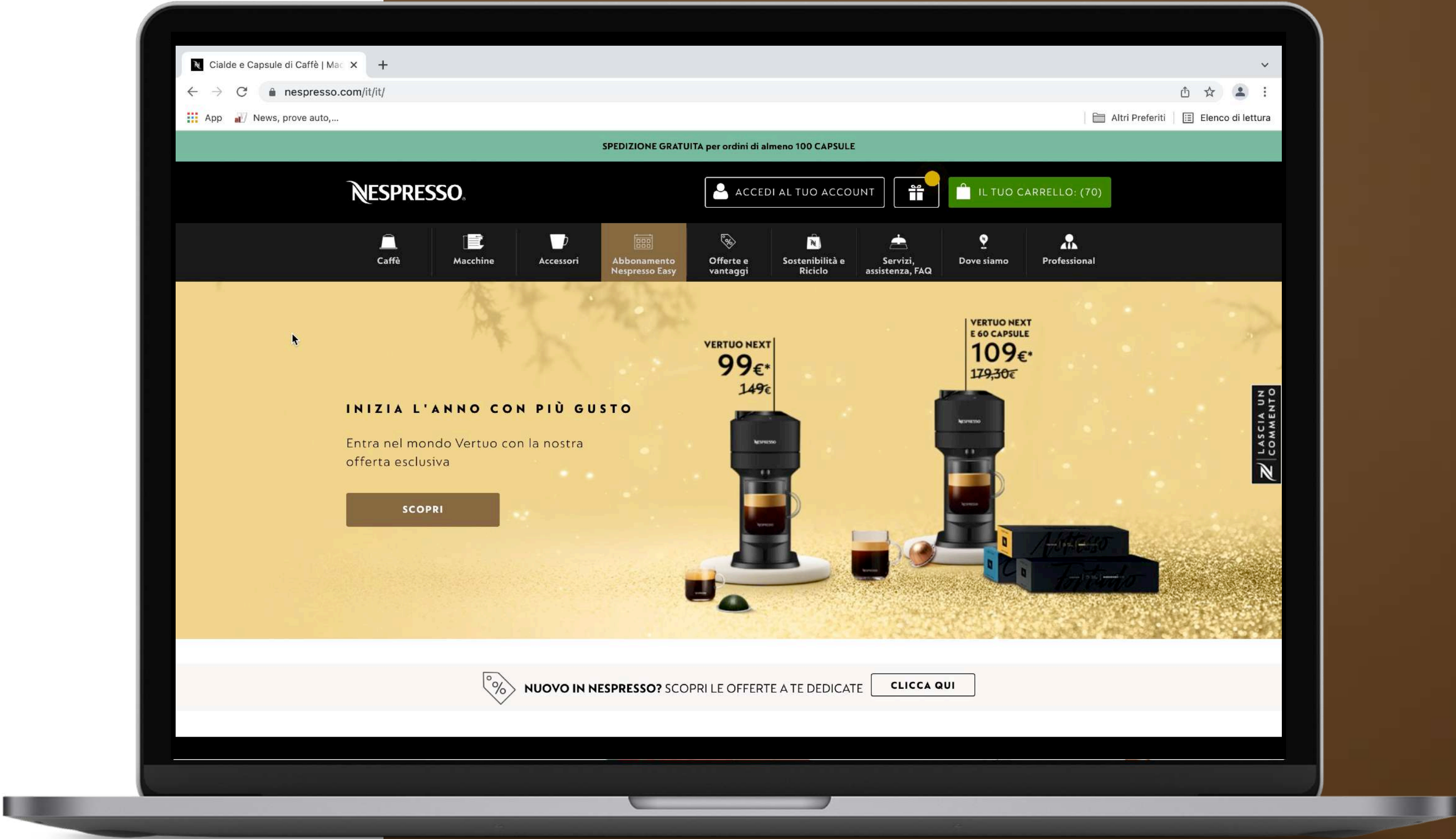
Limited – capsules dispenser, machines, mugs, special editions

TOUCHPOINT

Retail coffee shops

MARKET

B2C







«The dream to offer the best coffee to the world»

PASSION – EXCELLENCE – BEAUTY

TYPES OF PRODUCTS

Wide – capsules, pods, coffee beans, powder

SECONDARY PRODUCTS

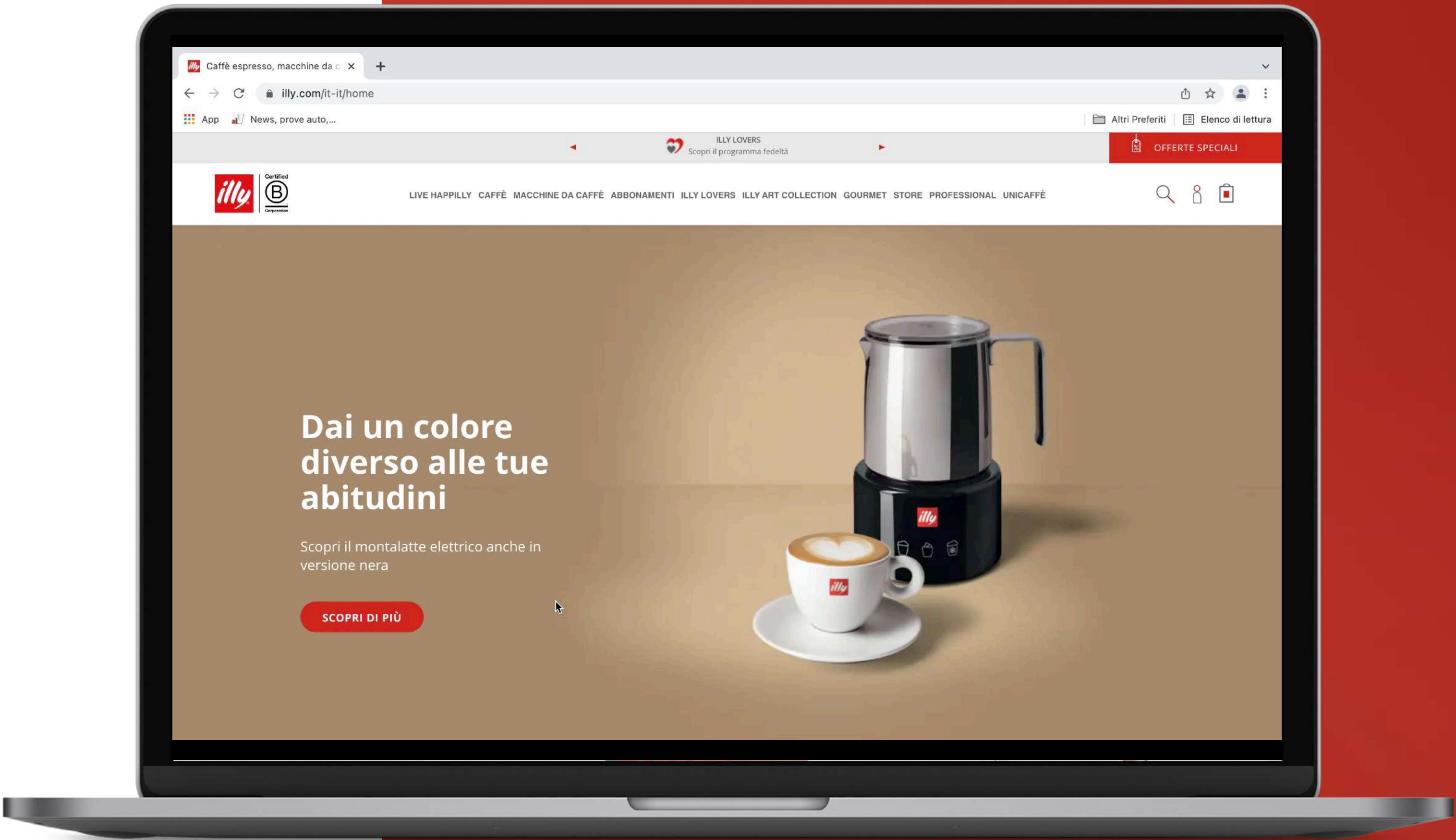
Wide – ready to drink, instant coffee, machines, cups, mugs, gadgets

TOUCHPOINT

Network of cafes in shopping streets, in museums, and airports

MARKET

B2B/B2C





# Personas

GOALS, TASKS, CORE NEEDS OF OUR USERS





**Adele**

NEAPOLITAN  
GRANDMA

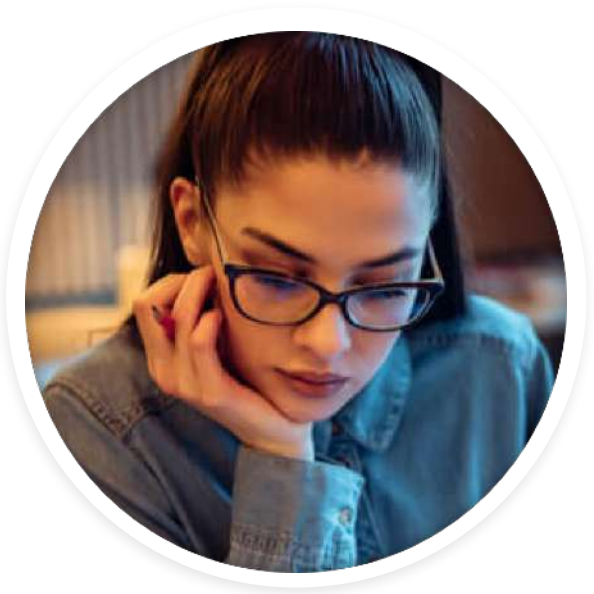
75



**Roberto**

COFFEE  
BAR OWNER

40



**Sofia**

COFFEE-ADDICTED  
STUDENT

23



**Carlo**

KIND  
COLLEAGUE

35



**Lucilla**

CURIOUS MUM

56





Adele

NEAPOLITAN GRANDMA

75

TASK

- Buy compatible pods
- Compare prices
- Repeat the same orders

«I fell in love with Neapolitan coffee when I was 14.  
Now that I’m 75, I want people around me to enjoy the  
pleasure of a good coffee like the one of Caffé Borbone.»

COFFEE ADDICTION







Adele

NEAPOLITAN GRANDMA

GENERALITIES

AGE	75
NATIONALITY	Italian
OCCUPATION	Retired
FAMILY STATUS	Lives with her husband

DESCRIPTION

Adele is a grandmother who is used to buying coffee online. During the experience on the website, she is not interested in the graphics, she just wants to complete the purchase. She is very friendly and likes to share coffee time with her friends and family.

TECHNICAL EXPERTISE

She has memorized the path needed to be able to buy the coffee pods she wants, if she had to buy other products she would not know how to use the website.

PRODUCT’S PURCHASE



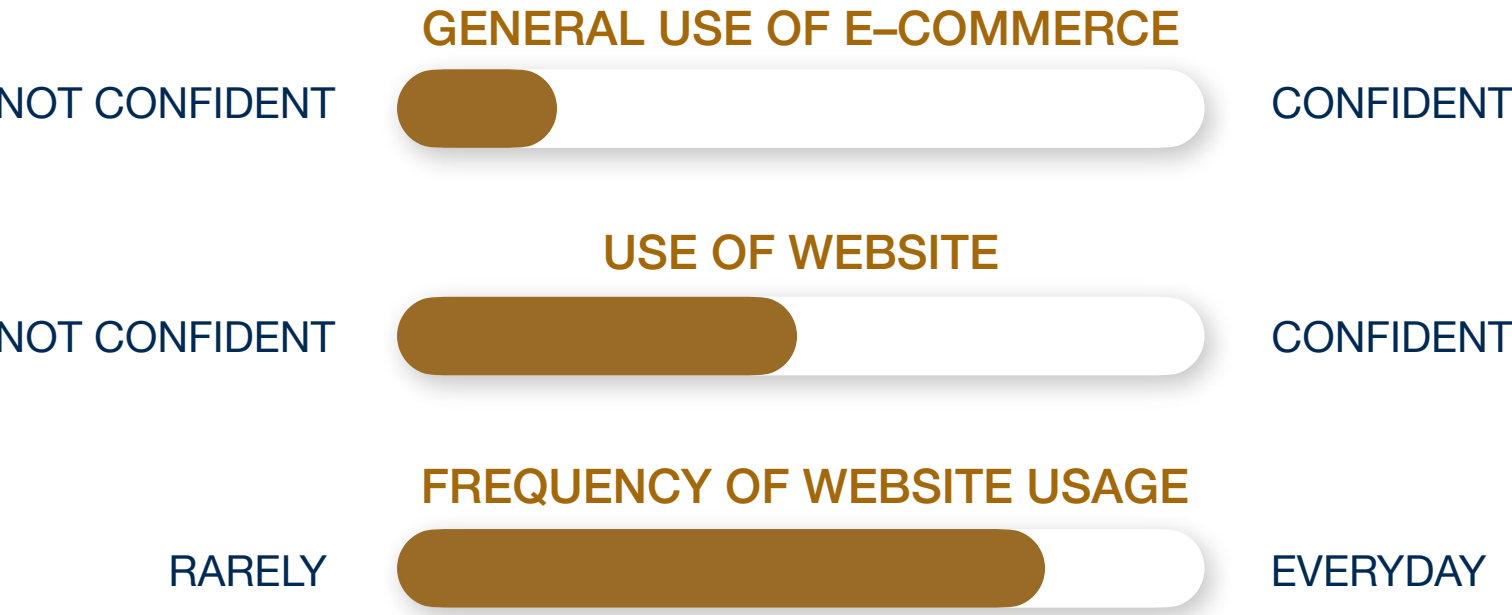
TASTE

**Traditional:** She loves coffee as in the past, the taste must be the one of the moka, so she is used to buying always the same coffee, the traditional one

CORE NEEDS

- Avoid moving to the store
- Easy buying process
- Need a big amount of coffee for friends and family

DIGITAL SKILLS







**PAINS**

Sometimes by mistake I buy a different flavour because I'm not able to differentiate them easily on the website.



I lose some promotions on the website because I don't navigate it frequently, only when I need to buy coffee pods.

**GAINS**

I would like to learn how to navigate the website to buy new products and discover new parts so I need a simple and intuitive website.



I need to have more information about the products that I purchase, because I don't trust that much websites.





Roberto

COFFEE BAR OWNER

40

TASK

- Buy a huge quantity of coffee
- Check the reviews
- Buy different products
- Assistance

«I always pay attention to details in my café. I want my coffee to be the best and to remind people of the traditional taste of Italy.»

COFFEE ADDICTION







Roberto

COFFEE BAR OWNER

GENERALITIES

AGE	40
NATIONALITY	Italian
OCCUPATION	Bar owner
FAMILY STATUS	Just married

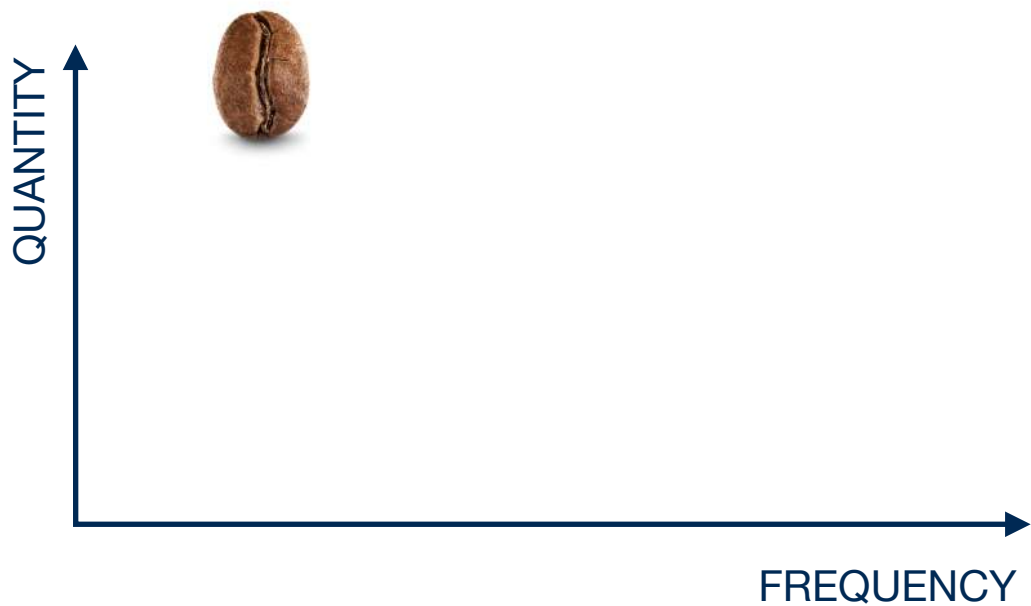
DESCRIPTION

Roberto is a coffee bar owner. He is Italian but he lives and works in Germany. Due to his Neapolitan origin, he is in love with coffee and he decided to open an activity around it. He became keener on buying online during the pandemic.

TECHNICAL EXPERTISE

Roberto has a good knowledge of internet but he has just entered the world of online e-commerce. He needs quick and large purchases. He wants to offer the best to his customers

PRODUCT’S PURCHASE



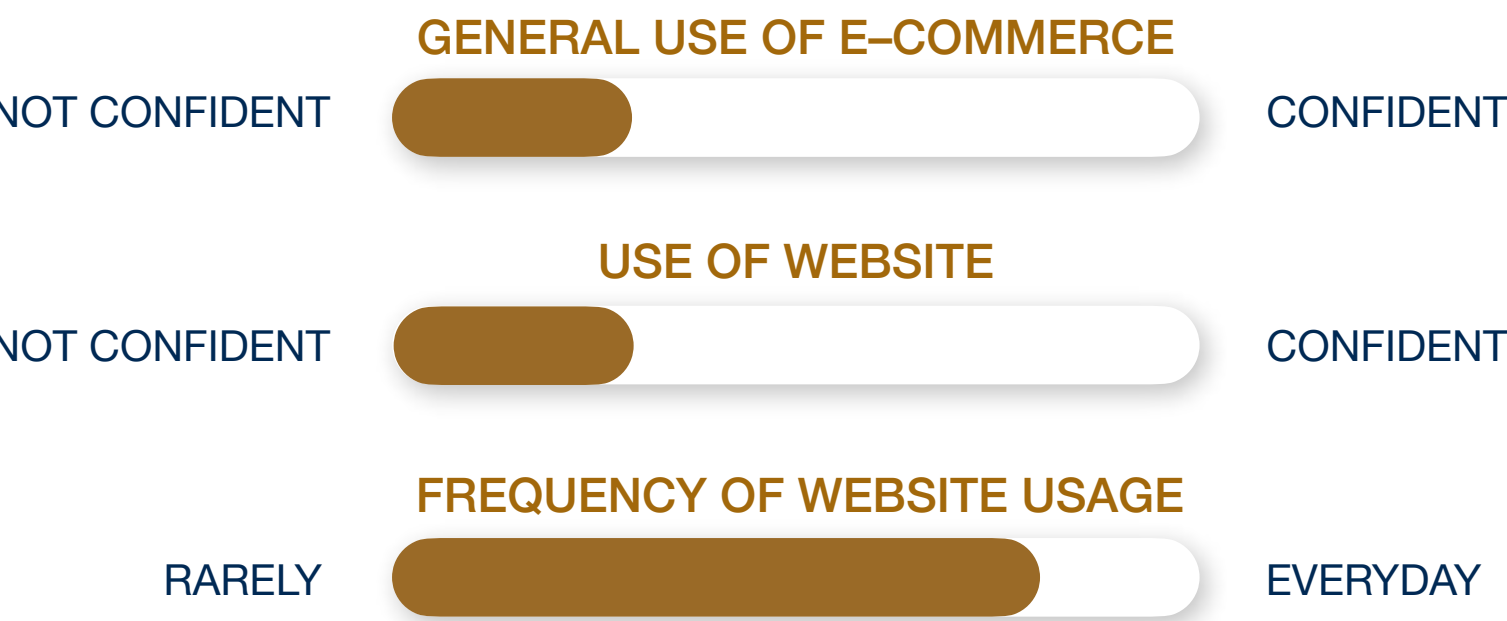
TASTE

**Diversified:** He buys different types of coffee flavours to meet all customer needs

CORE NEEDS

- Needs a big amount of coffee for his bar
- A brand identity for the coffee stuff
- International delivery

DIGITAL SKILLS







**PAINS** I don't have so much time to spend on ordering coffee, I have a lot of things to do



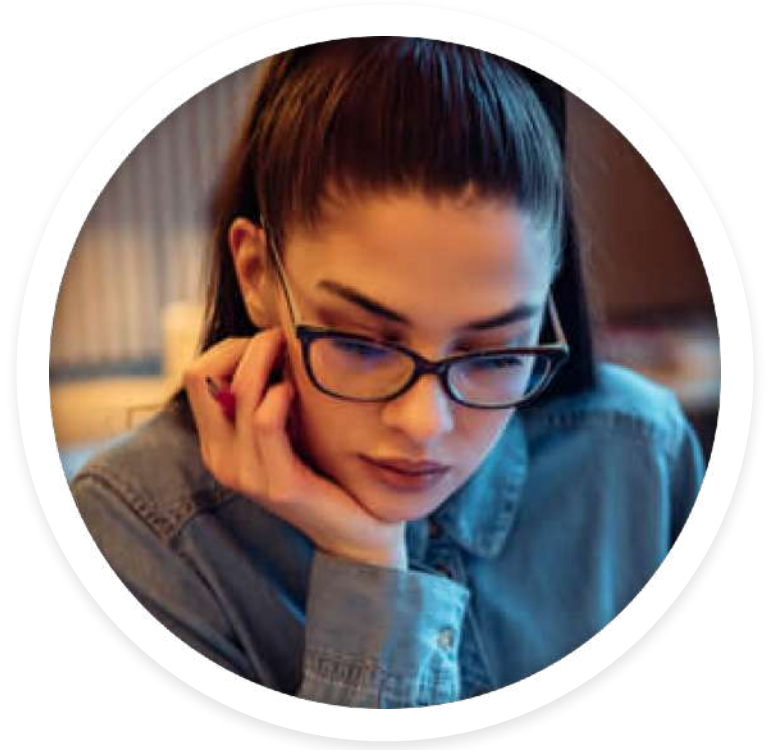
The process to know which flavours people like is very slow

**GAINS** Find all the Caffè Borbone products that can be part of my café in Germany



English support on the website during the purchase phase





Sofia

COFFEE-ADDICTED STUDENT

23

TASK

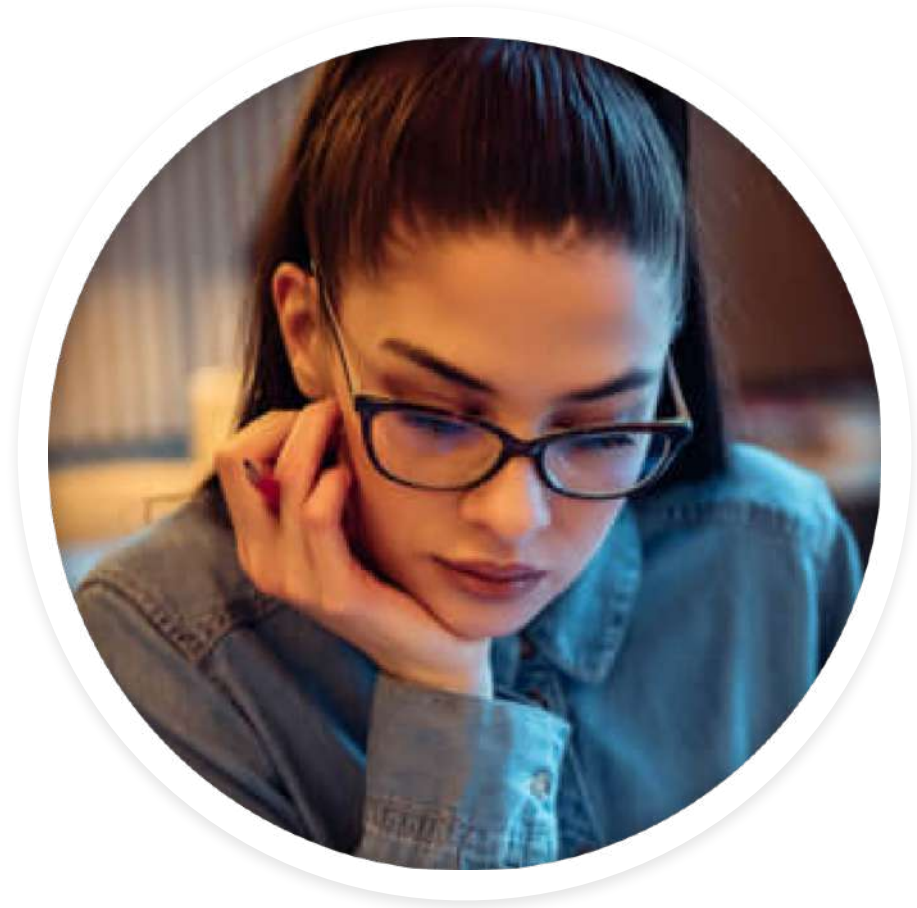
- Quick shopping
- Find new flavours
- Discover offers

«I can't survive without my daily dose of coffee.  
I'm very busy with university and online shopping is the only way to save my time.»

COFFEE ADDICTION







Sofia

COFFEE-ADDICTED STUDENT

GENERALITIES

AGE	23
NATIONALITY	Italian
OCCUPATION	Student
FAMILY STATUS	Lives in apartment

DESCRIPTION

Sofia is a design student that loves drinking coffee, her greatest friend between one university delivery and another. Due to her educational background and the little time she has between appointments, she is used to buying all kinds of things online. Despite her presence on the web she has never bought coffee from an e-commerce.

TECHNICAL EXPERTISE

Very good, she always uses e-commerce to buy anything, she knows the web very well, also because she is a digital native. She tries to look for information about coffee but gets stuck in the difficulty of the web.

PRODUCT’S PURCHASE



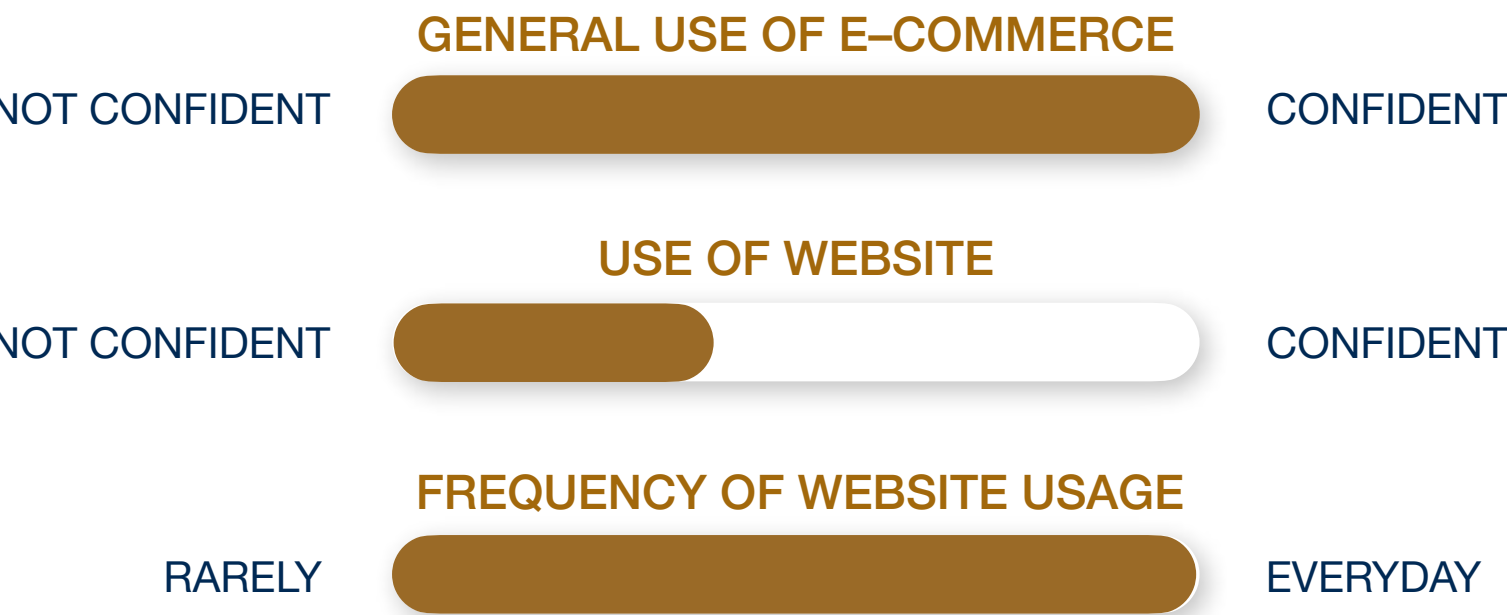
TASTE

**Diversified:** She likes trying all the new flavours of the brand, she is an experimental and resourceful girl.

CORE NEEDS

- Drink coffee to face the day full of activities with determination
- Aesthetics is its job, a website must be pleasing to the eye as well as functional

DIGITAL SKILLS







**PAINS** I have **little patience**, if I don't reach my goals quickly I quit



I get very annoyed if I spot **unnecessarily complex structures** within an e-commerce website

**GAINS** I want to order my beloved coffee with **simplicity**



I'd like to have the details about a kind of coffee **all in one place** to not waste time by searching for them





Carlo

KIND COLLEAGUE

35

TASK

- Buy a huge quantity of coffee
- Repeat the same orders
- Buy compatible pods
- Assistance

«Coffee break for me is a ritual. Everyone in the office should have the opportunity to drink their favorite coffee.»

COFFEE ADDICTION







Carlo

KIND COLLEAGUE

GENERALITIES

AGE	35
NATIONALITY	Italian
OCCUPATION	Employee
FAMILY STATUS	Lives alone

DESCRIPTION

Carlo is an employee, he deals with logistics in a small company in Milan. He loves coffee and talking with colleagues during the breaks. He takes care of buying coffee for the whole office, to make the breaks always perfect.

TECHNICAL EXPERTISE

Very good. He usually deals with e-commerce for job. He needs to buy coffee efficiently without wasting time.

PRODUCT’S PURCHASE



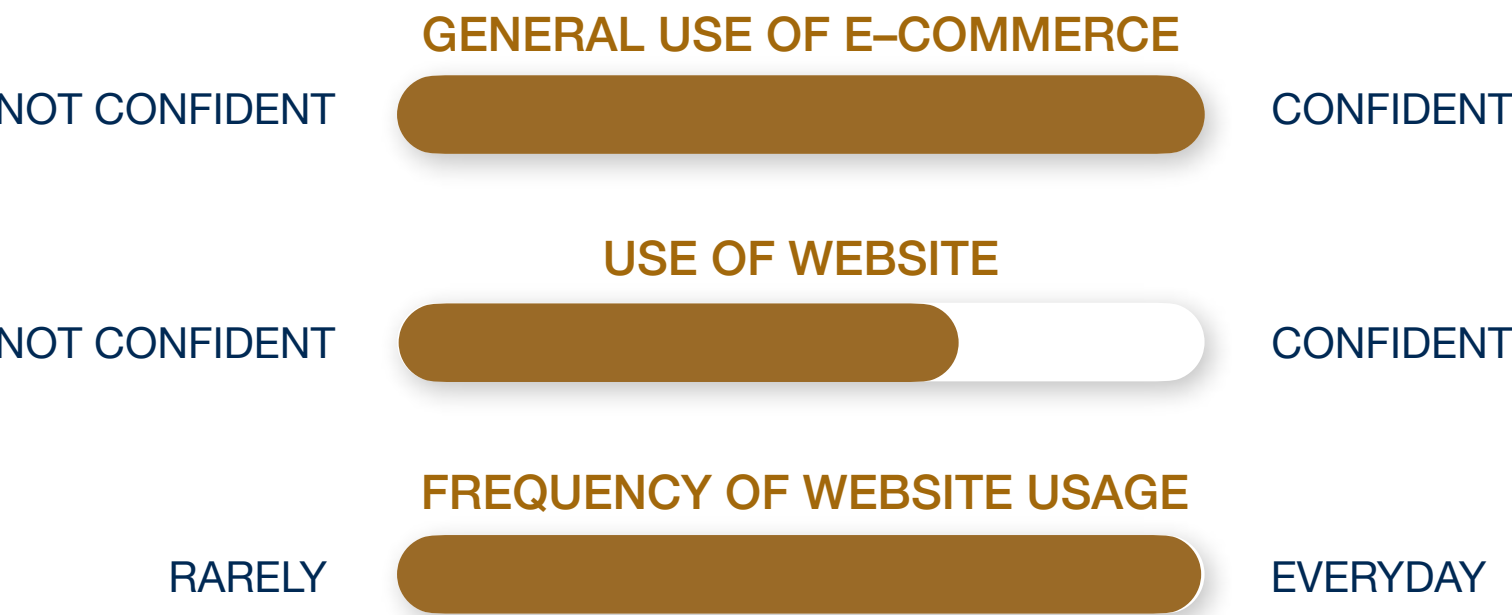
TASTE

**Diversified:** He buys different flavours of coffee in order to respond to colleagues’ tastes.

CORE NEEDS

- Drink coffee during the breaks to better face the office day
- Functionality is the main need, the use of the site is mechanical

DIGITAL SKILLS








PAINS


I sometimes struggle when entering the web-shop after 6 months, noticing they did layout updates on the Website. That sometimes drives me crazy



I often feel lost when trying to find “my” products in the mass of product variations

GAINS

I need a punctual delivery so that the office never runs out of coffee



Scheduled/planned delivery in order to save time





Lucilla

CURIOUS MOM

56

TASK

- Find new flavours
- Check the promotions
- Buy mugs for her family
- Check the reviews

«My favorite part of the day is when I finally sit down with my family and we enjoy the coffee together.»

COFFEE ADDICTION





Lucilla

CURIOUS MOM

GENERALITIES

AGE	50
NATIONALITY	Italian
OCCUPATION	Lawyer
FAMILY STATUS	Married, with 2 sons

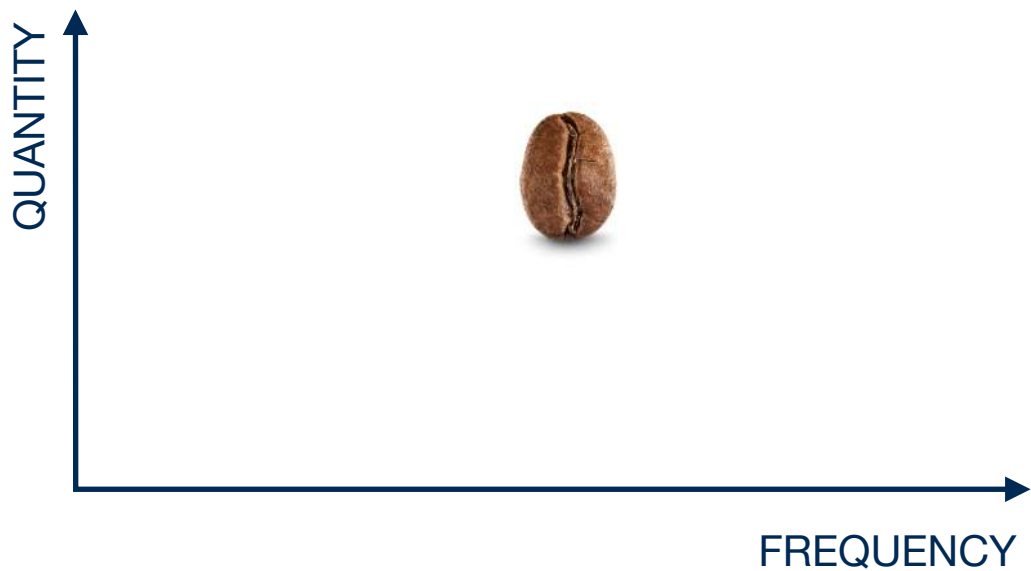
DESCRIPTION

Lucilla is a lawyer that works part time. She has two sons that like coffee as much as she does, each of them likes a different coffee flavour. She likes to browser the internet to gather information about products, places and reviews although she prefers to buy things in the shop.

TECHNICAL EXPERTISE

Sometimes she faces some technical problems but she is usually is able to solve them. Lucilla needs to gather useful information about different types of coffee and machines.

PRODUCT’S PURCHASE



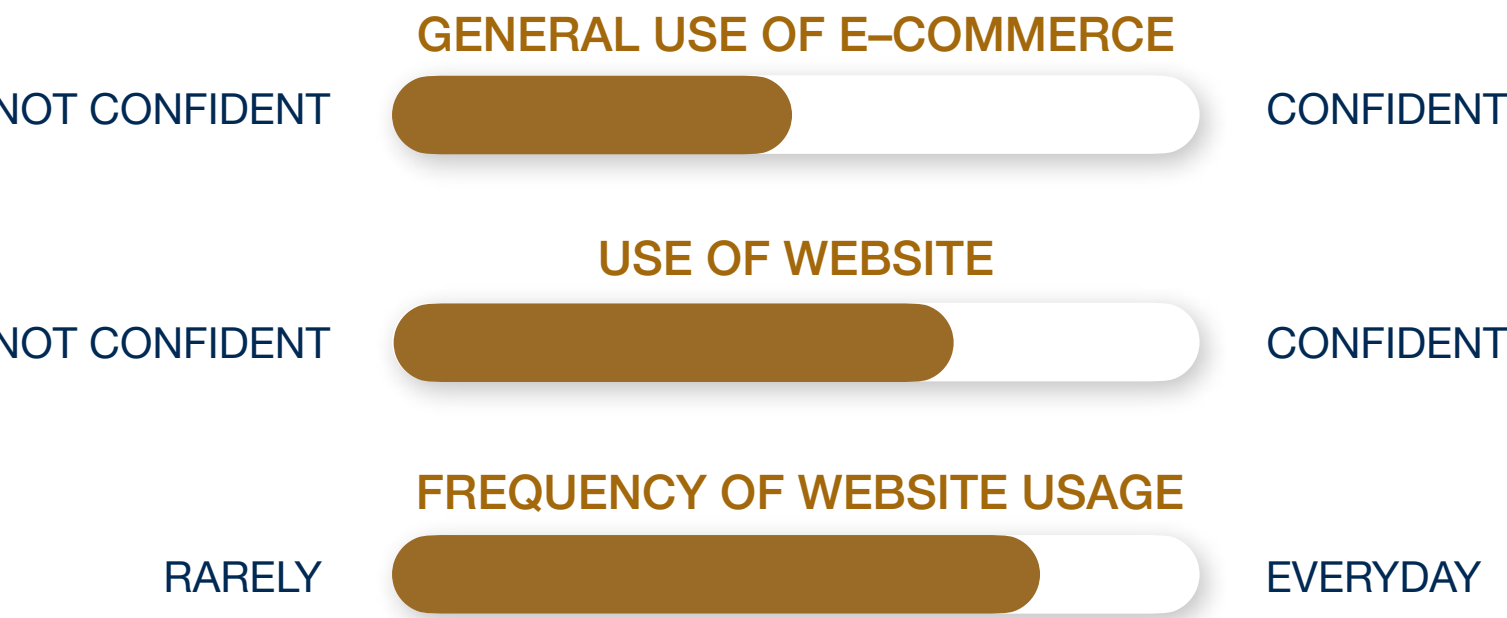
TASTE

**Diversified:** She buys different types of coffee capsules and coffee beans for her two sons and husband.

CORE NEEDS

- Find useful information about the products, especially the taste
- Find promotion and trends
- Reviews are really important

DIGITAL SKILLS








PAINS


Sometimes I find myself **disoriented** in the Web-shop, but I guess that's just because they offer so many different things.



Occasionally I would like to have more information about single products.

GAINS

Find well-researched product information for each offer and in the best case a huge number of **reviews**, to really know what I am buying.



Get a glance of new trends and products.



# Site analysis

QUANTITATIVE AND QUALITY ANALYSIS



Very important task

Important task

Less important task



**Adele**  
NAPOLITAN GRANDMA



**Roberto**  
COFFEE BAR OWNER



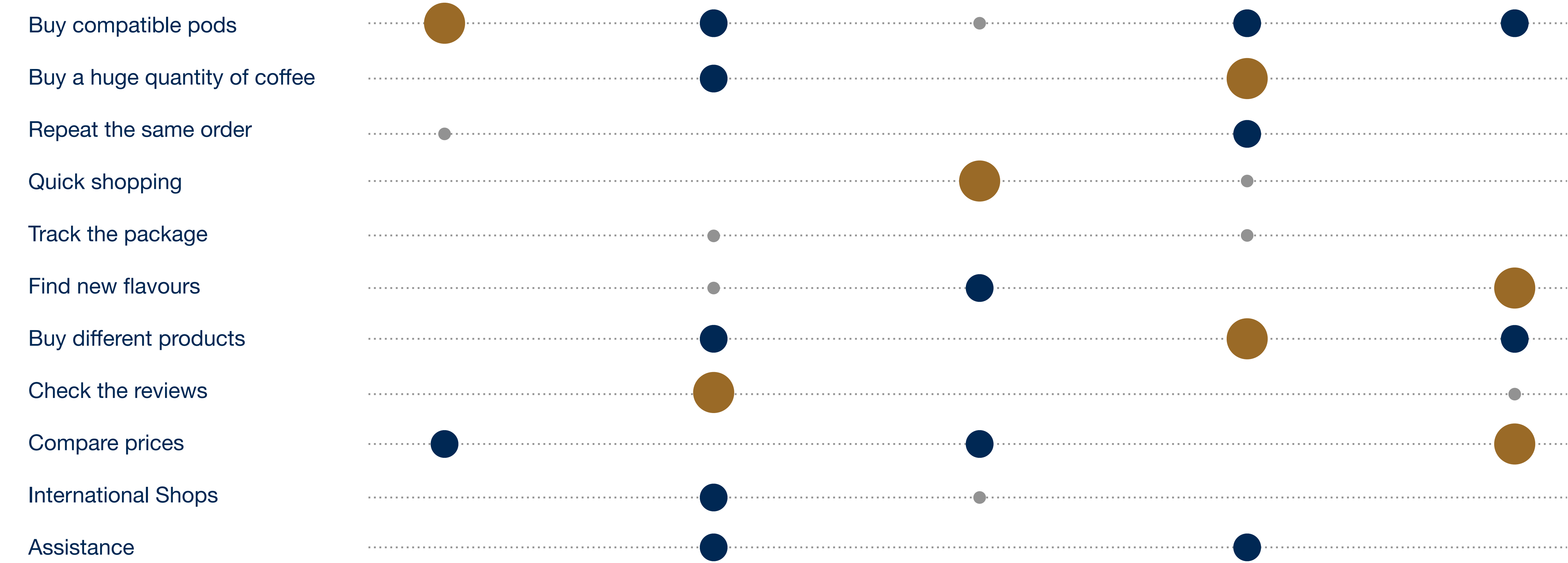
**Sofia**  
COFFEE-ADDICTED STUDENT



**Carlo**  
KIND COLLEAGUE



**Lucilla**  
CURIOUS MOM



Very important task

Important task

Less important task




**Adele**  
NAPOLITAN GRANDMA



**Roberto**  
COFFEE BAR OWNER



**Sofia**  
COFFEE-ADDICTED STUDENT

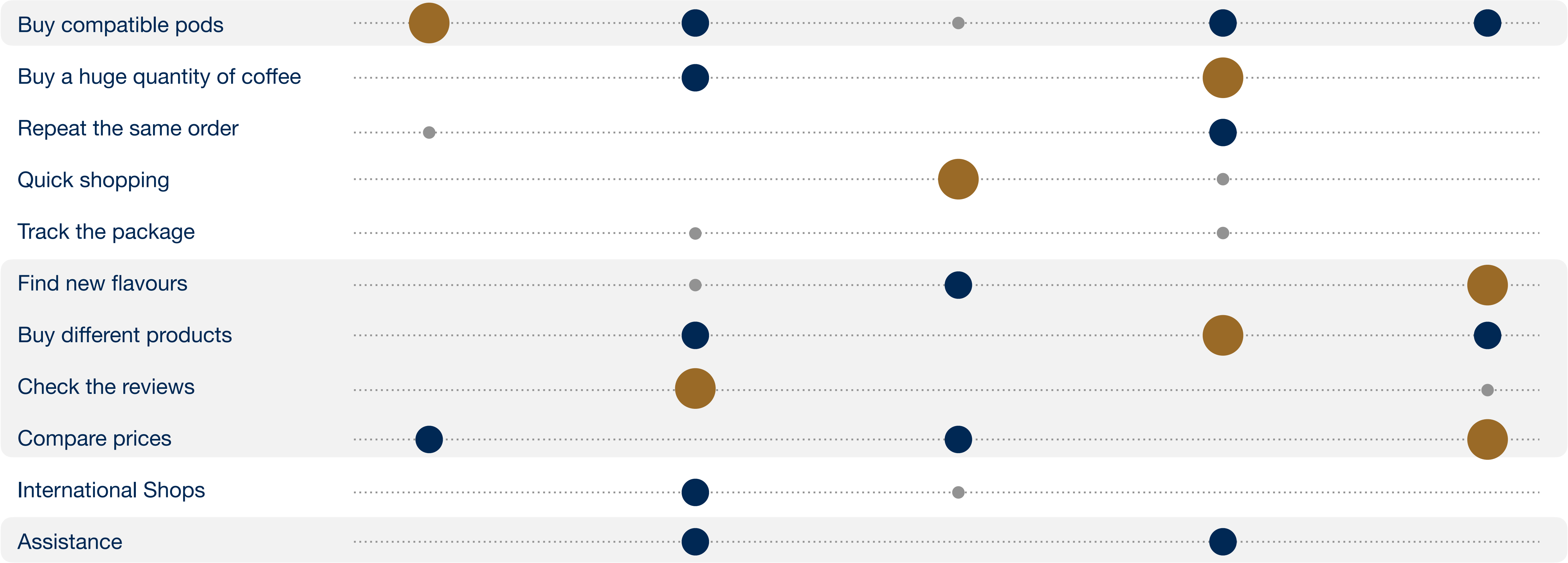


**Carlo**  
KIND COLLEAGUE



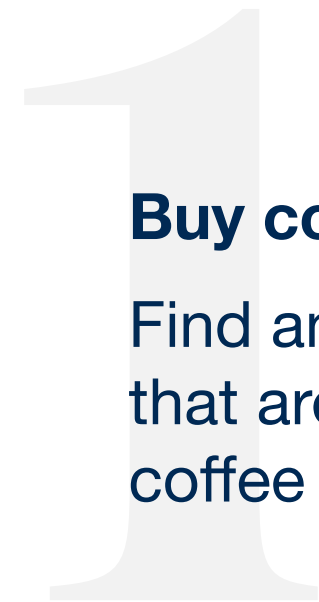
**Lucilla**  
CURIOUS MOM

Compare products



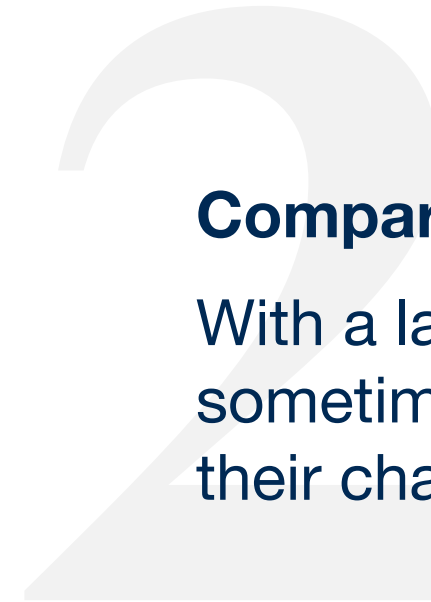


# Main tasks



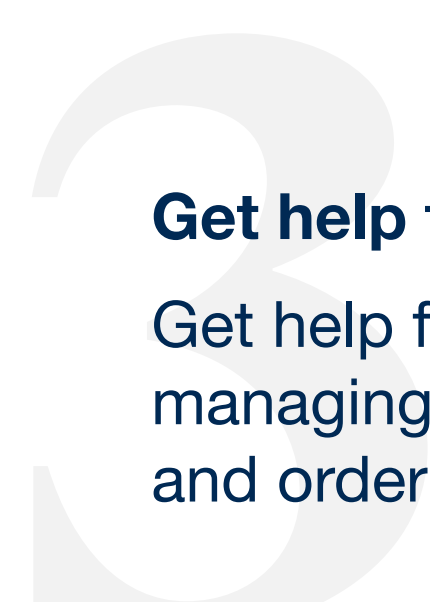
## **Buy compatible pods**

Find and order the coffee pods that are compatible with your coffee machine.



## **Compare products**

With a large range of products, it's sometimes necessary to compare their characteristics in detail.



## **Get help from assistance**

Get help from assistance managing delivery problems and order doubts.



# Buy compatible pods

Find and order the coffee pods that are compatible with your coffee machine.

8

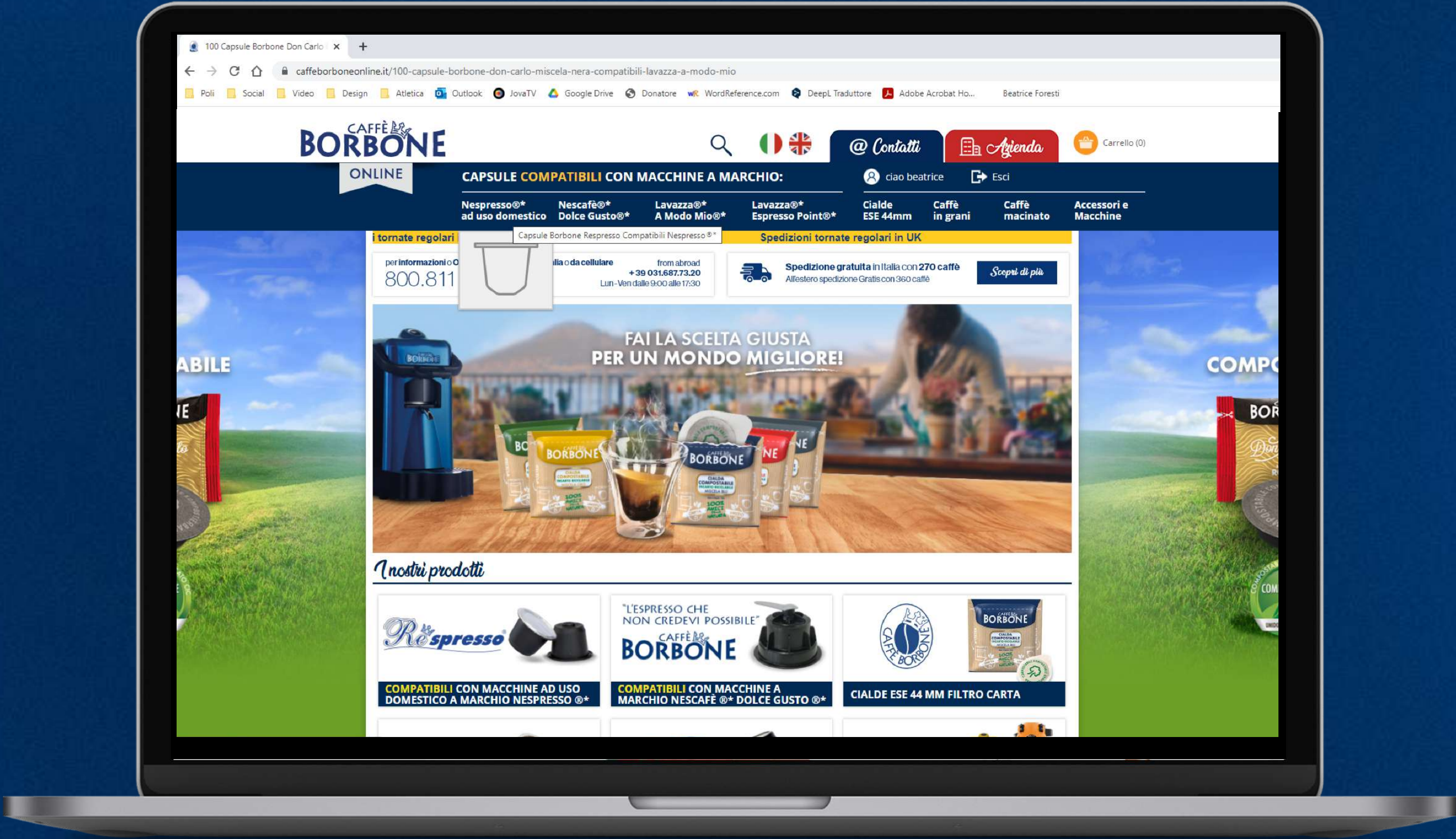
CLICKS

Already registered users

12

CLICKS

Non-registered users





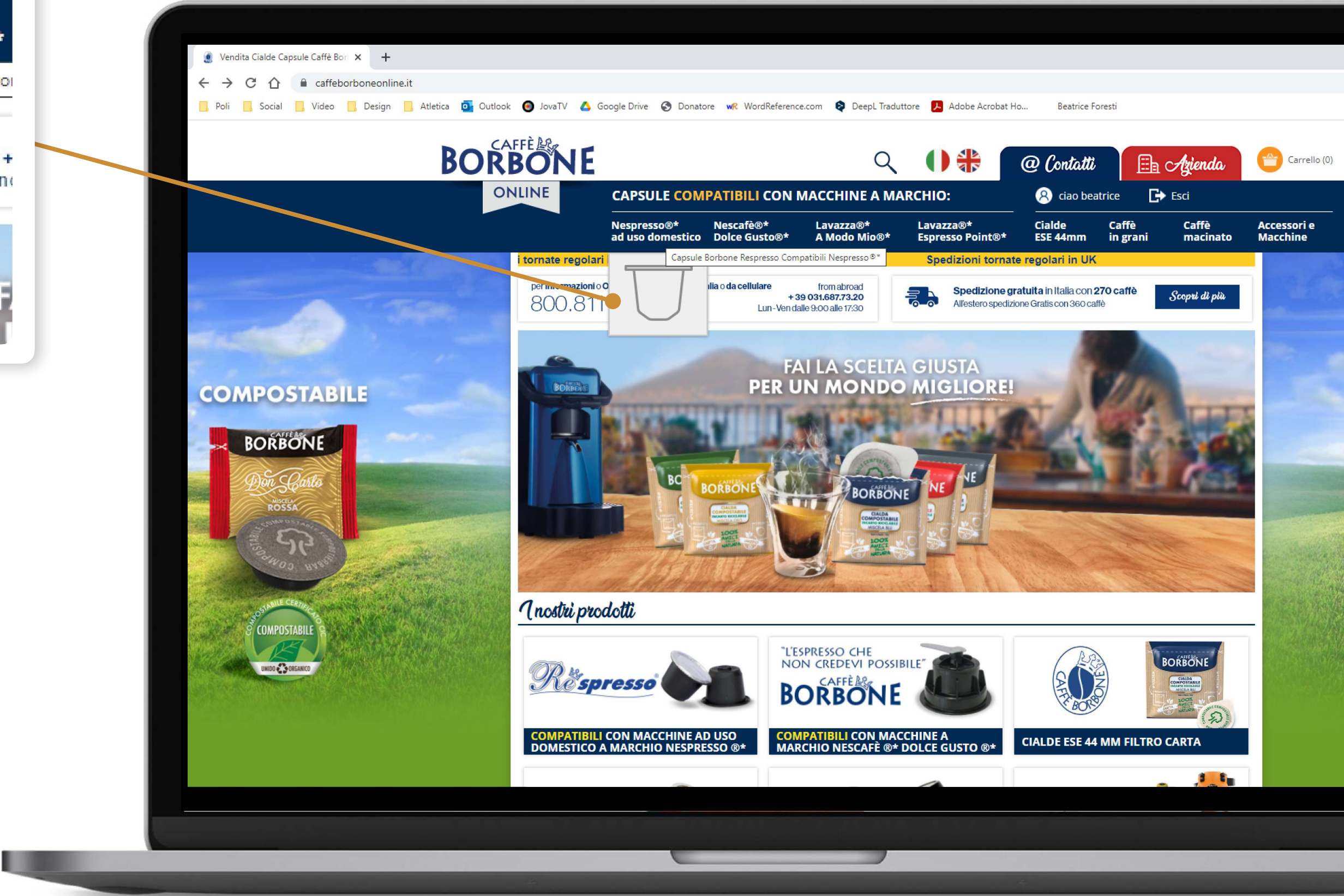
1

# Select pod type

In the top menu we find different brands of coffee machines. In order to find the right pods, we need to select the brand of our coffee machine. When putting the cursor on the brand names, small drop down tags appear, that show an icon of each special pod.

1

CLICKS






2

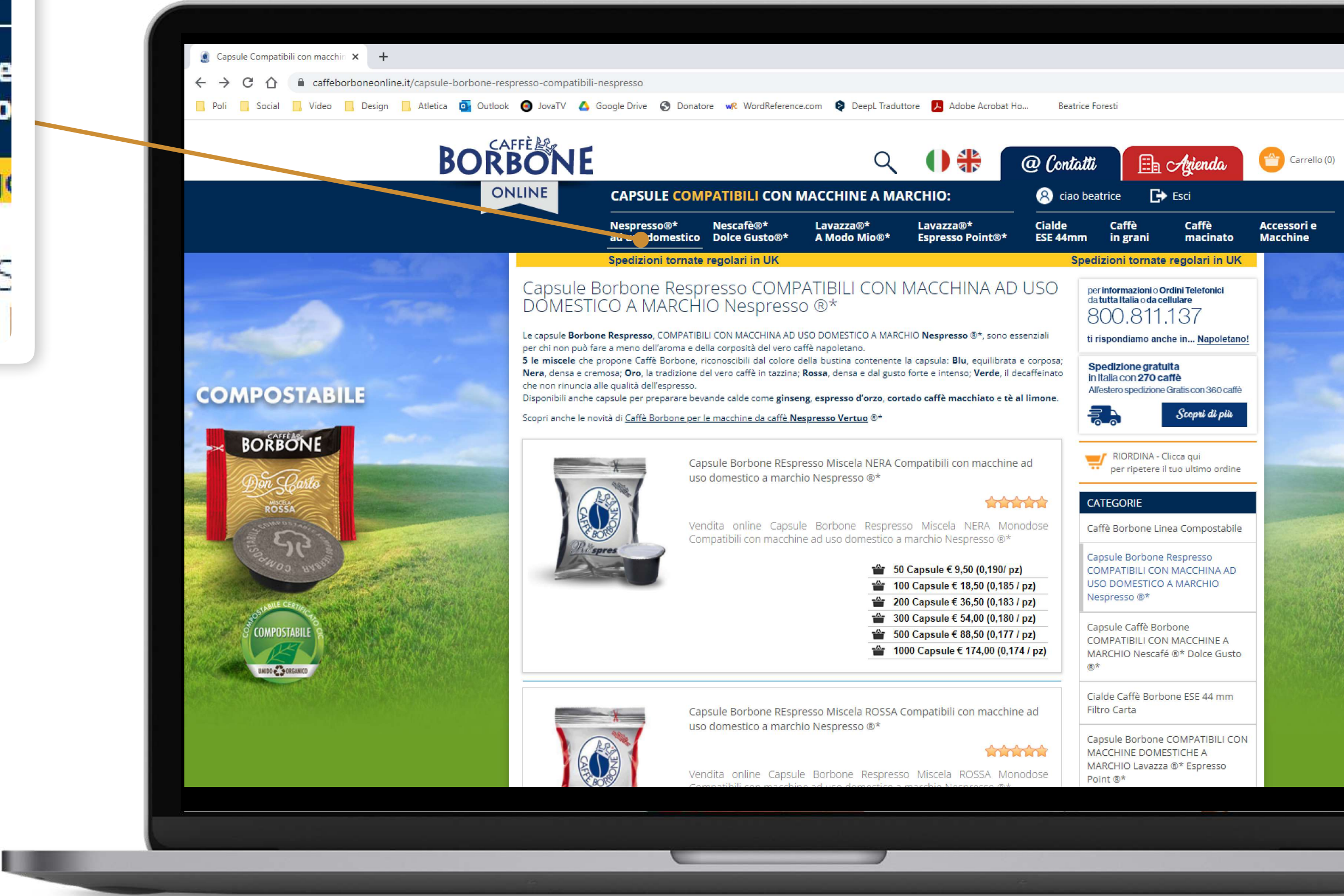
Find right pods

After that, we find ourselves on a menu of several different Nespresso capsules. To find out if they fit to our coffee machine we need to select them by clicking.

1

CLICKS

 It's hard to understand in which section we are because menu's graphical elements are too small

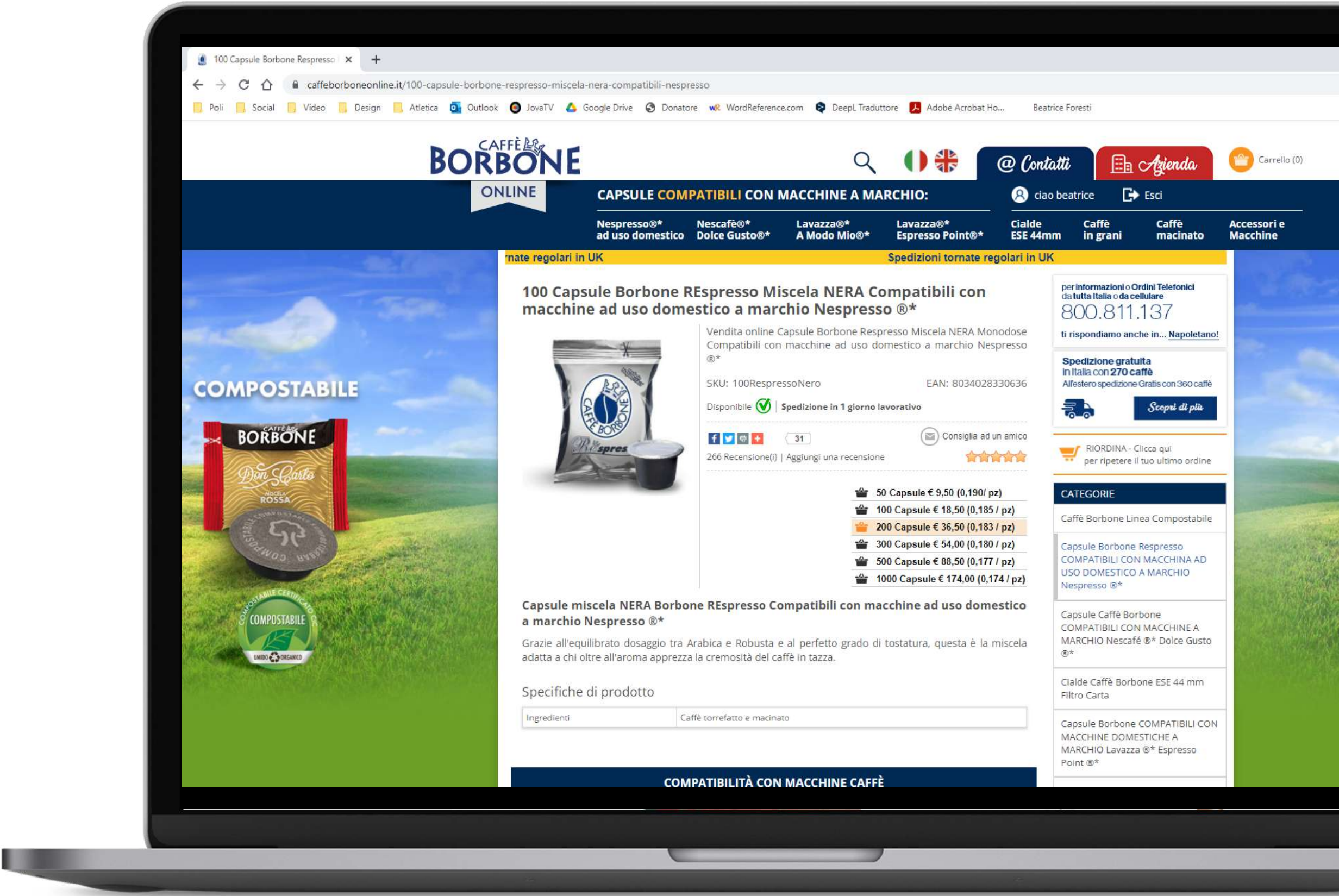




# 3 Get information

Now we can get detailed information about the capsule’s characteristics, the prices and the quantities.  
To learn which machine can be used in combination with the pods we need to scroll down.

0  
CLICKS






4

Compatibility

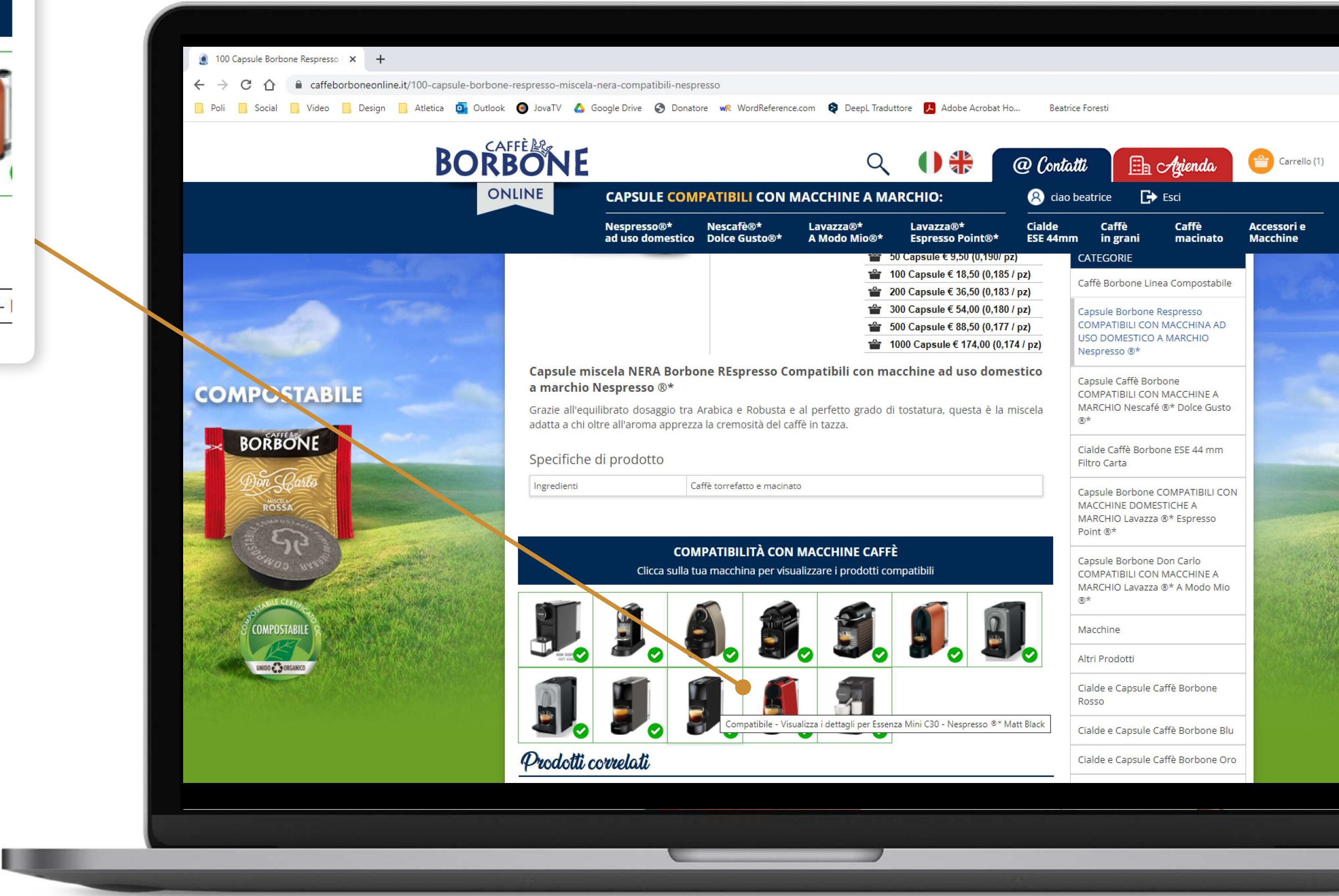
Here we get an overview of the different machines compatible with the capsule.

1

CLICKS



In order to check if your machine is compatible with the pods, you have to hover on each image and read the name of the machine. The label is too small.






5

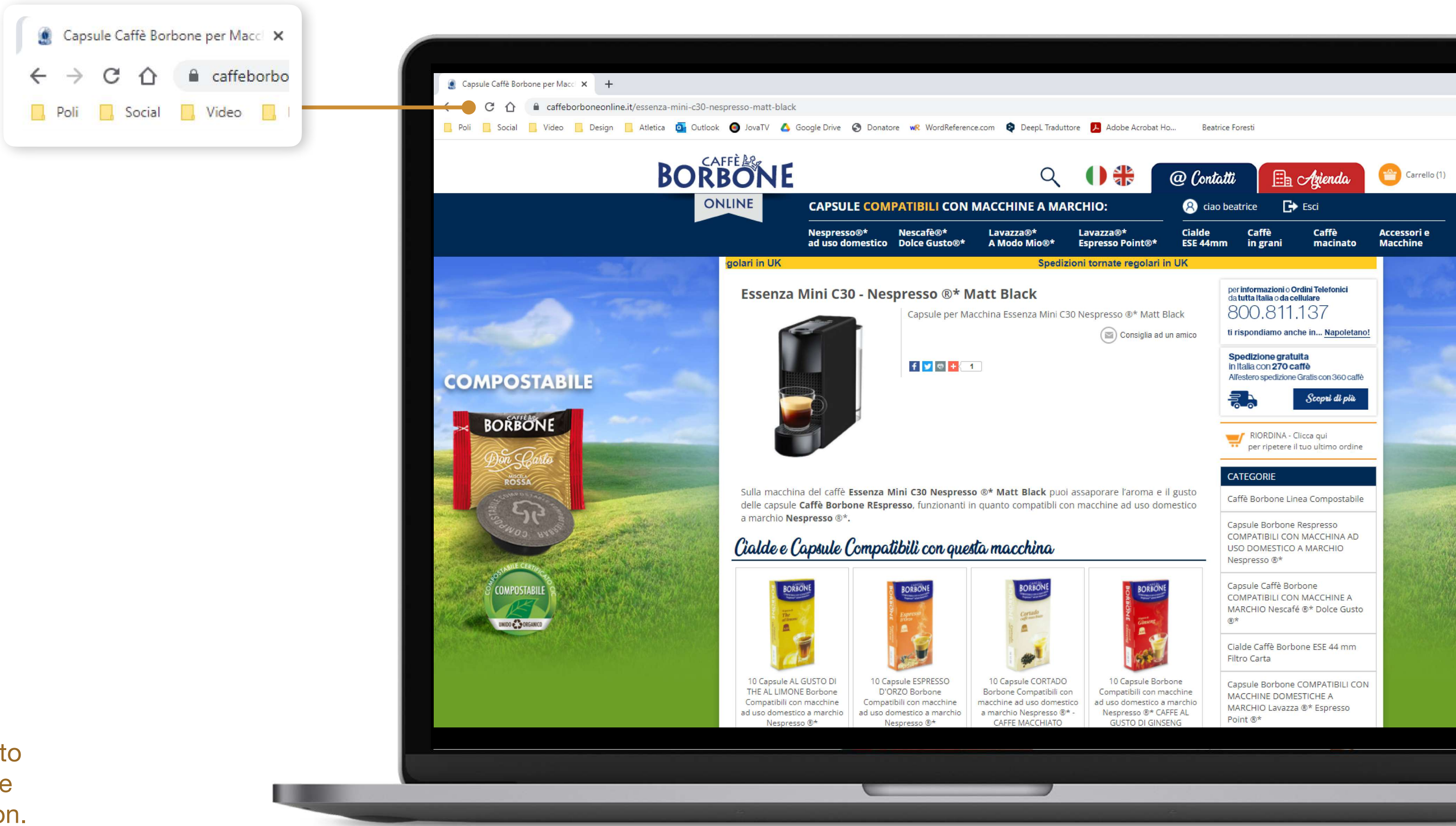
Machine details

By clicking on the single pictures we get more information concerning each machine and especially about all the products compatible with it.

We are sure that the pods we chose are compatible with our Nespresso machine Essenza Mini C30.

1  
CLICKS

 To continue the purchase we need to come back to the previous page, there isn't “back” button on the website, neither an indication of the current section.





Choose product

Now we can choose one of the compatible products by clicking on the symbol of the cart, next to the quantity and the price. Following to that, we get asked within a popup tag if we would like to add the product to our cart or continue shopping.

1  
CLICKS

☹️ This button is not presented clearly as a button. It's clear only when you over it and it changes color.

Compatibili con macchine ad uso domestico a marchio Nespresso

100RespressoNero EAN: 8034028330636

Compatibile Spedizione in 1 giorno lavorativo

31

Consiglia ad un amico

recensione(i) | Aggiungi una recensione

50 Capsule € 9,50 (0,190 / pz)

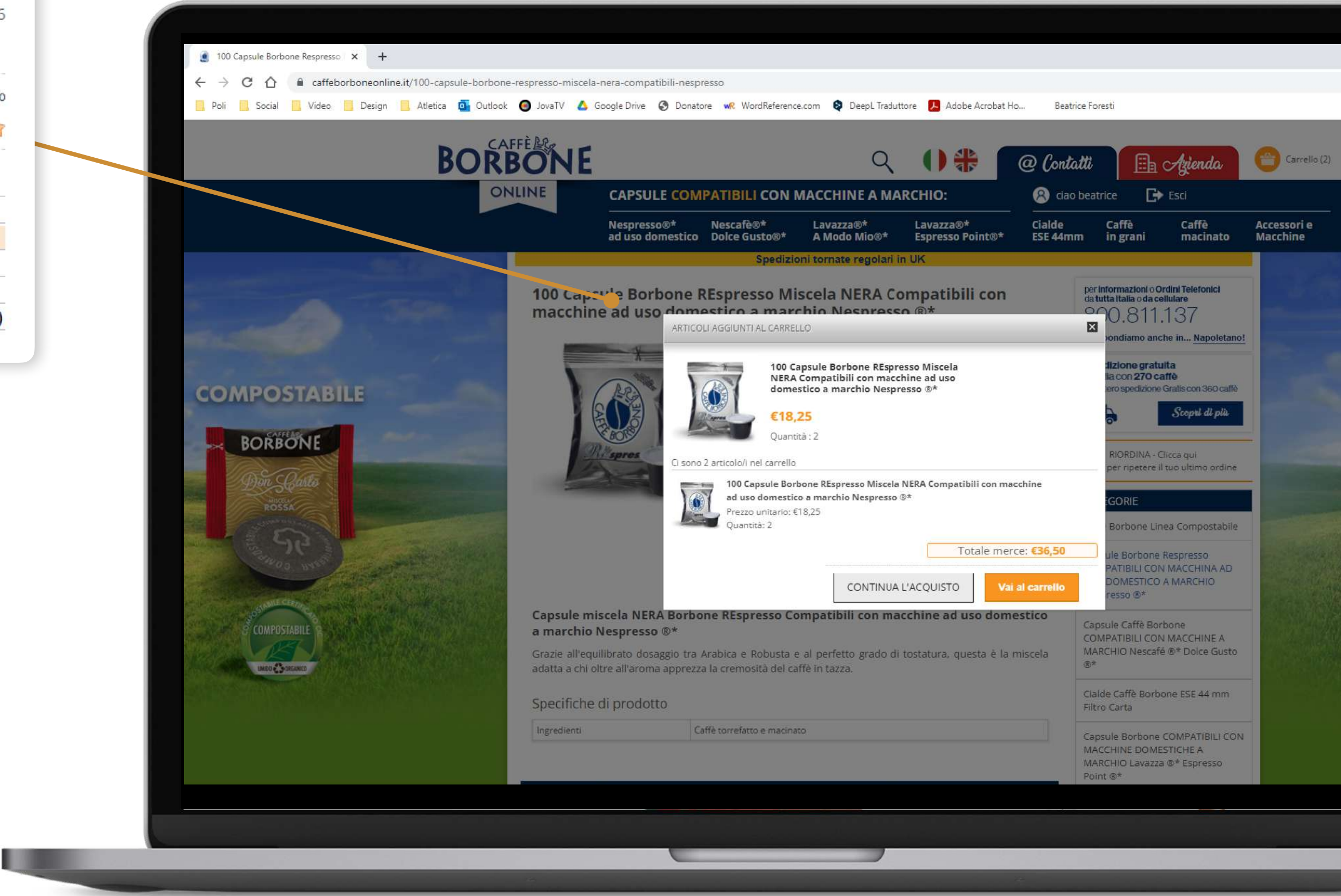
100 Capsule € 18,50 (0,185 / pz)

200 Capsule € 36,50 (0,183 / pz)

300 Capsule € 54,00 (0,180 / pz)

500 Capsule € 88,50 (0,177 / pz)

1000 Capsule € 174,00 (0,174 / pz)



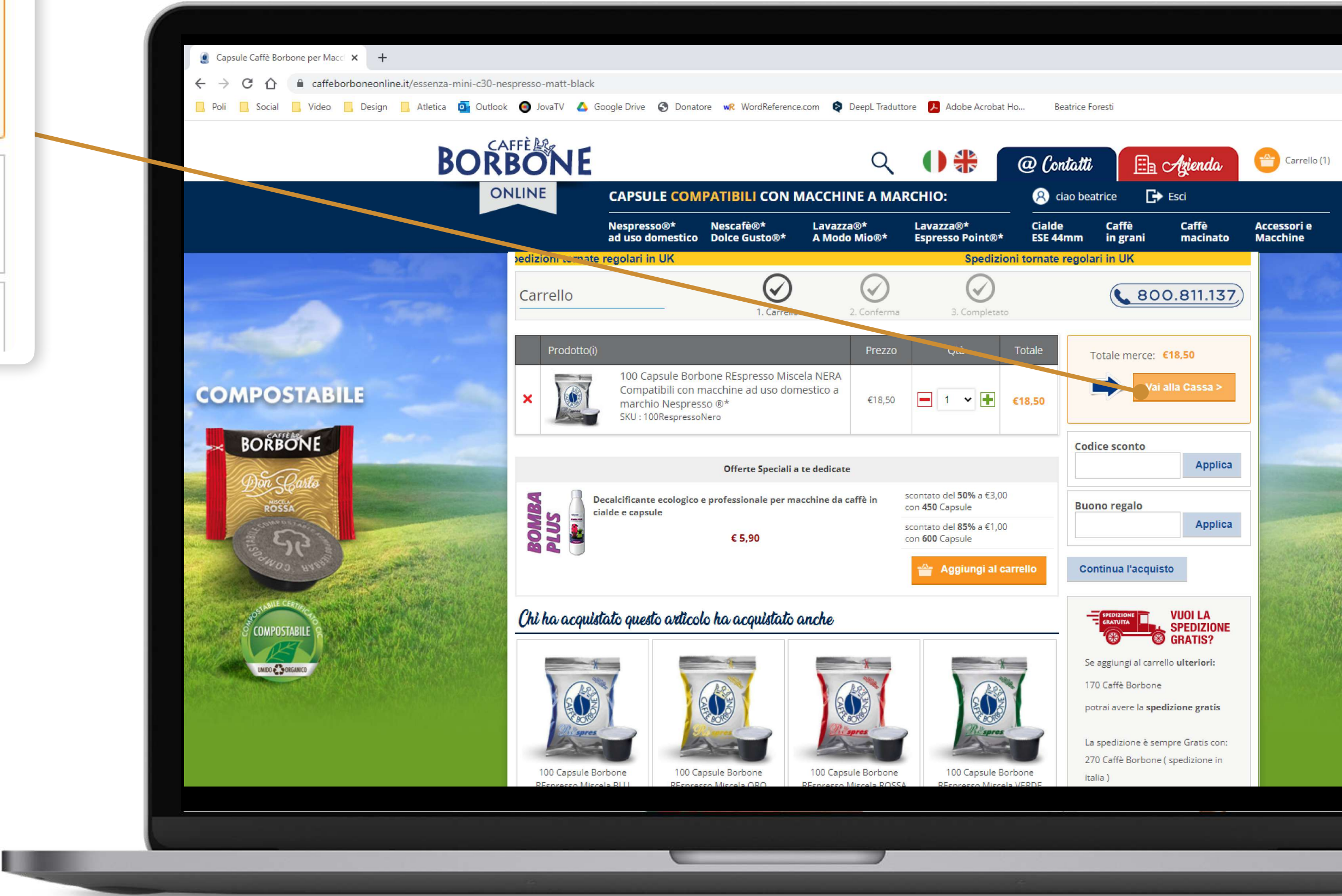
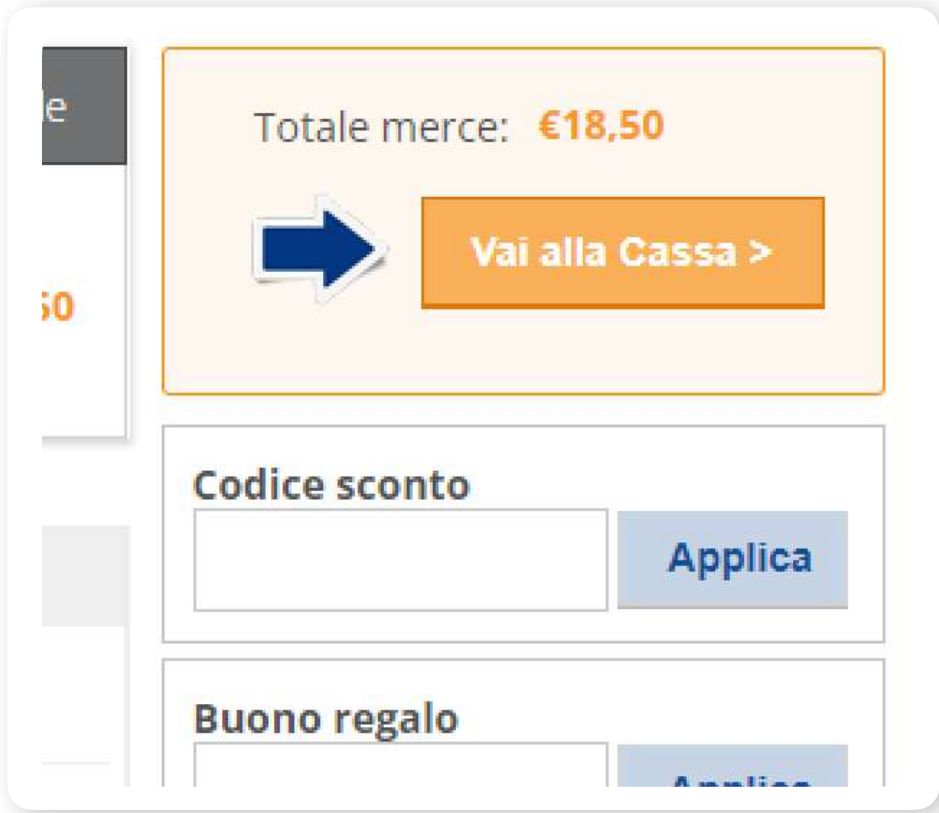


# Complete order

By clicking “vai al carrello” you will be sent to checkout section where you can: complete the purchase, choose the quantity, add other things to the cart.

Now you can complete the purchase by clicking “checkout” and proceed with the payment.

2  
CLICKS





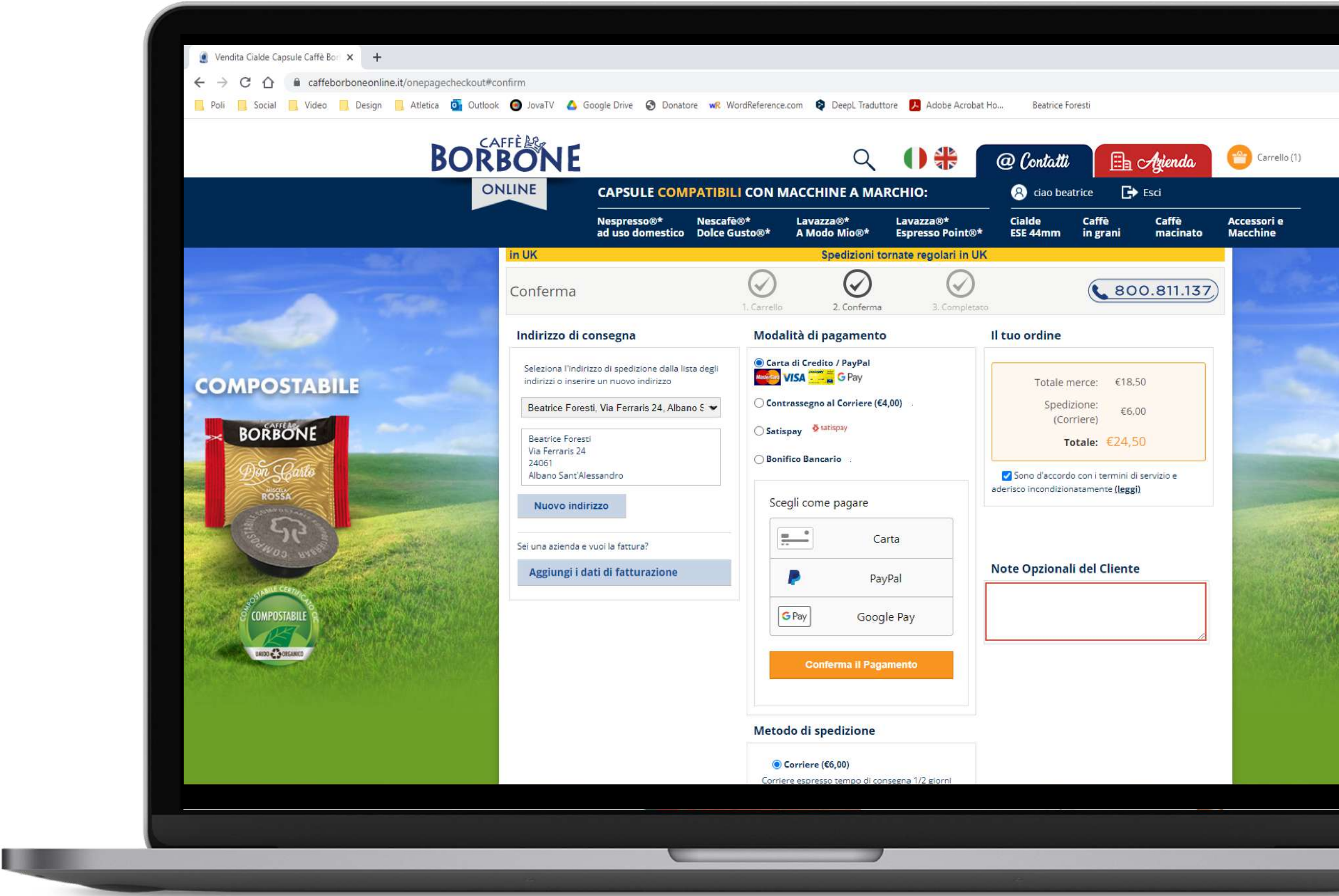
8

Order confirm

Now we can choose the shipping address, the payment and the shipping method.

4

CLICKS



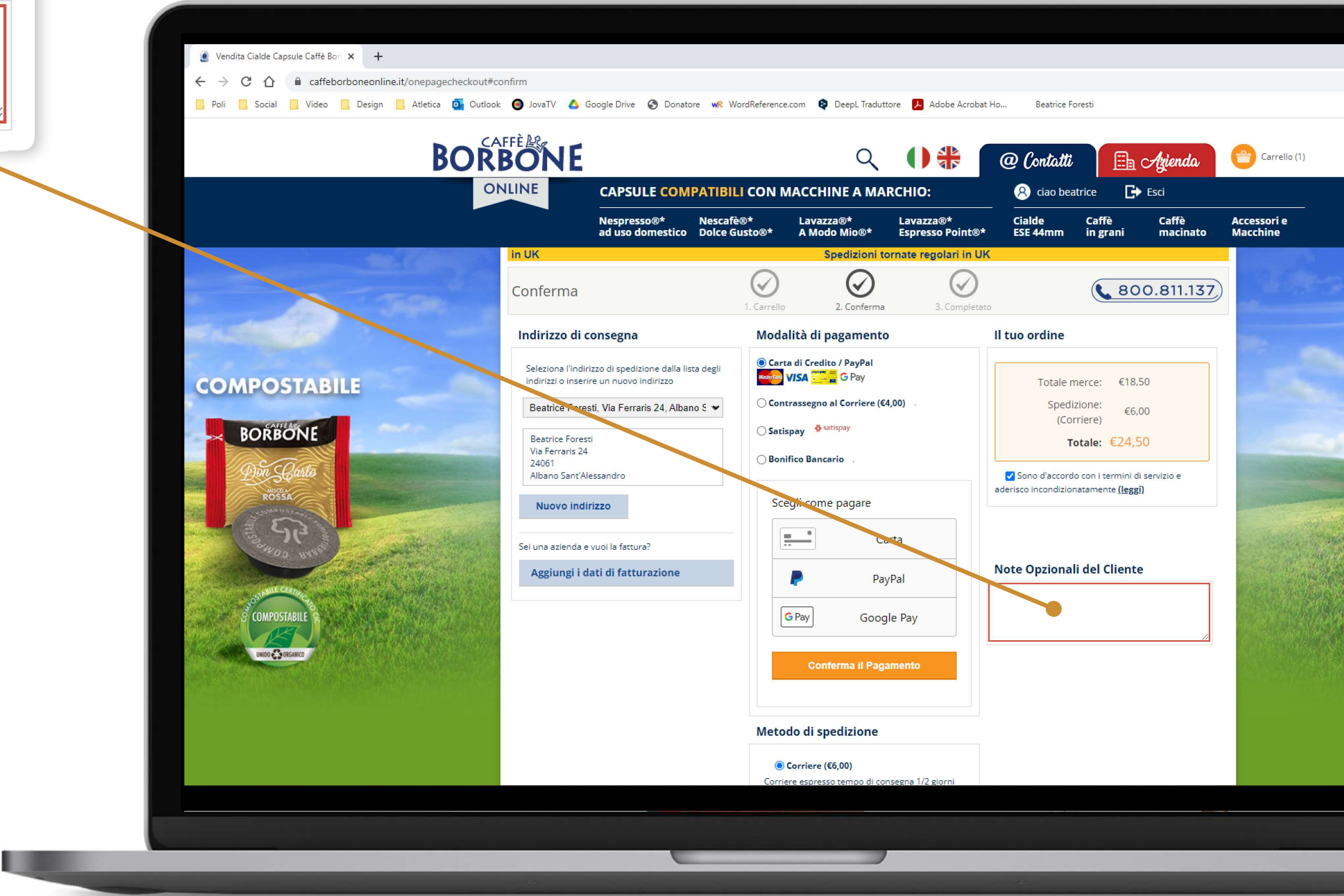


Add notes

The user can add some optional notes for helping the delivery.

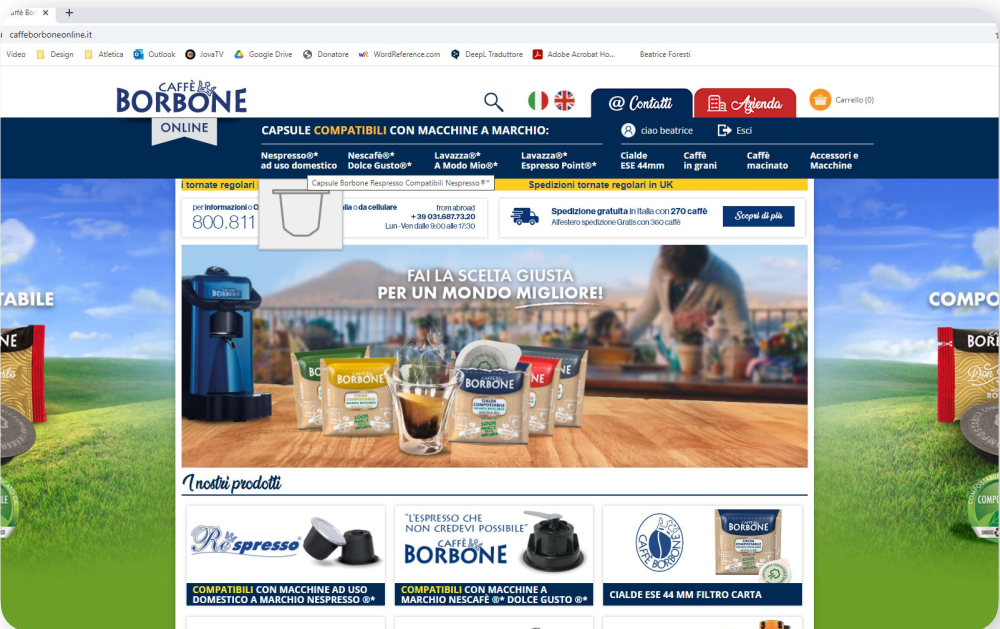
1  
CLICKS

Note Opzionali del Cliente

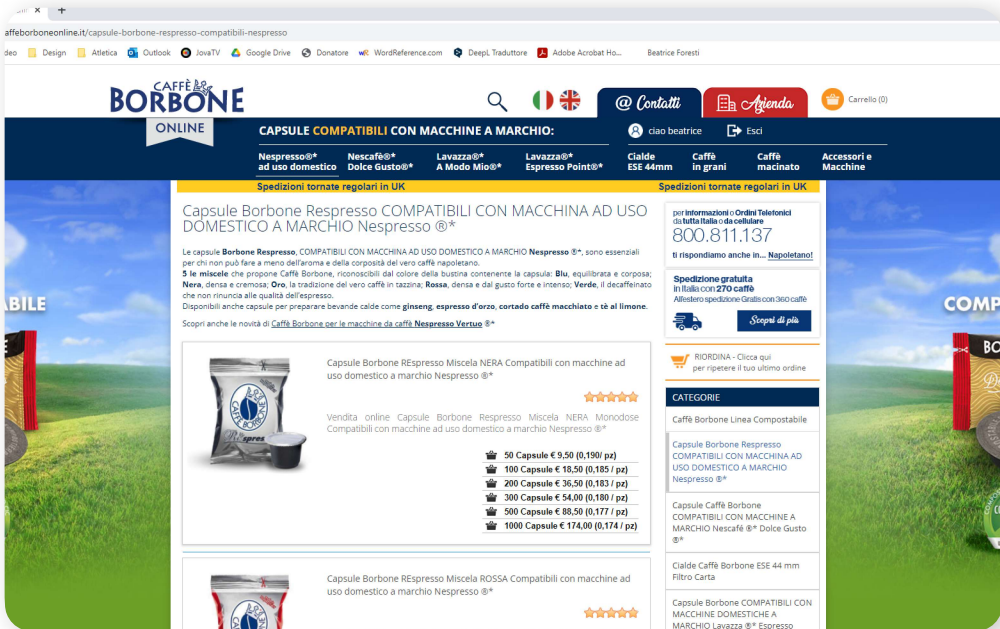




# General overview



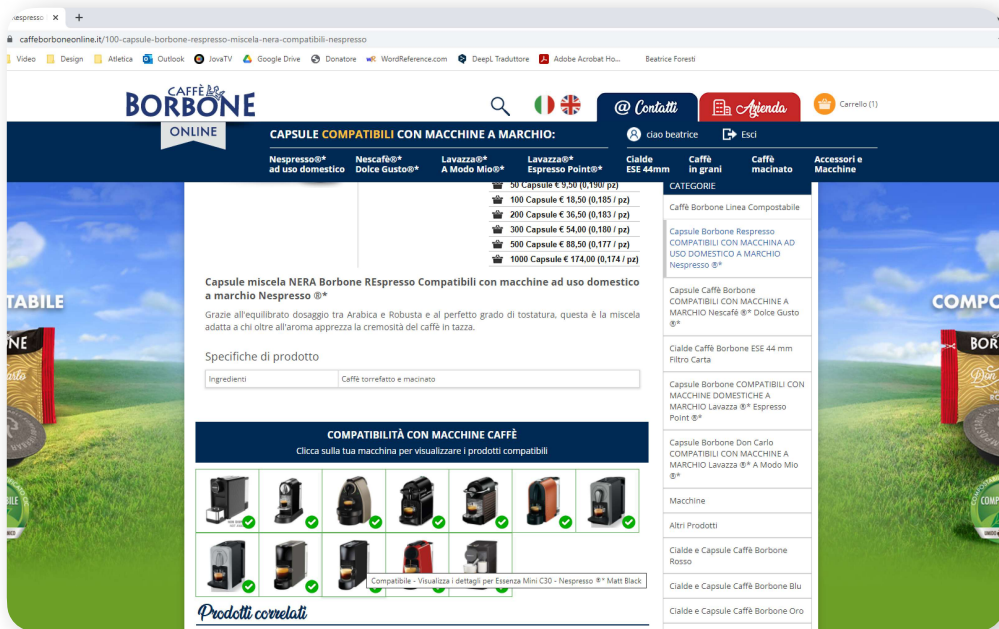
1) SELECT POD TYPE



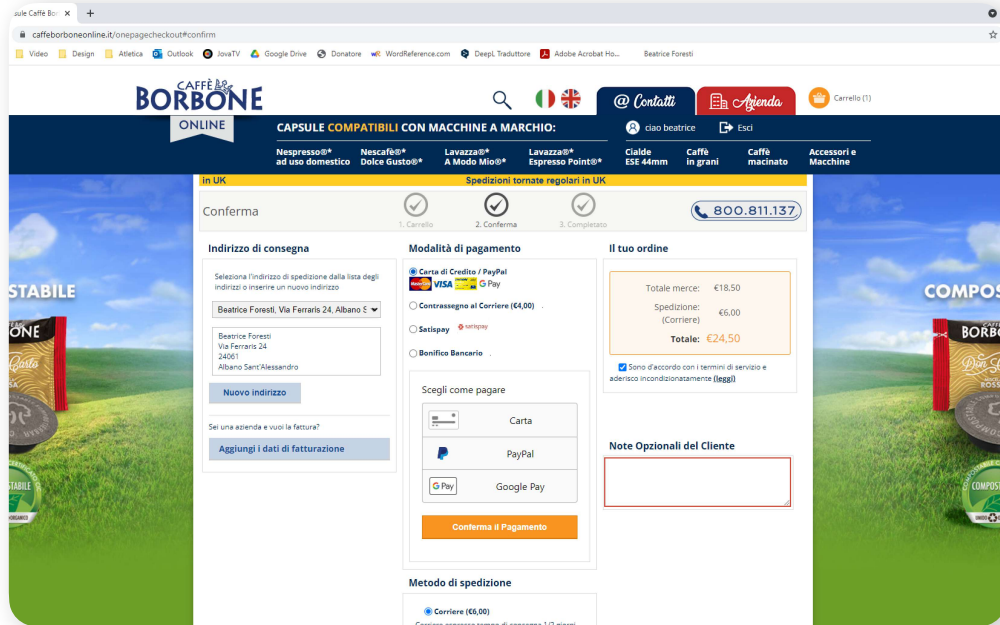
2) FIND RIGHT PODS



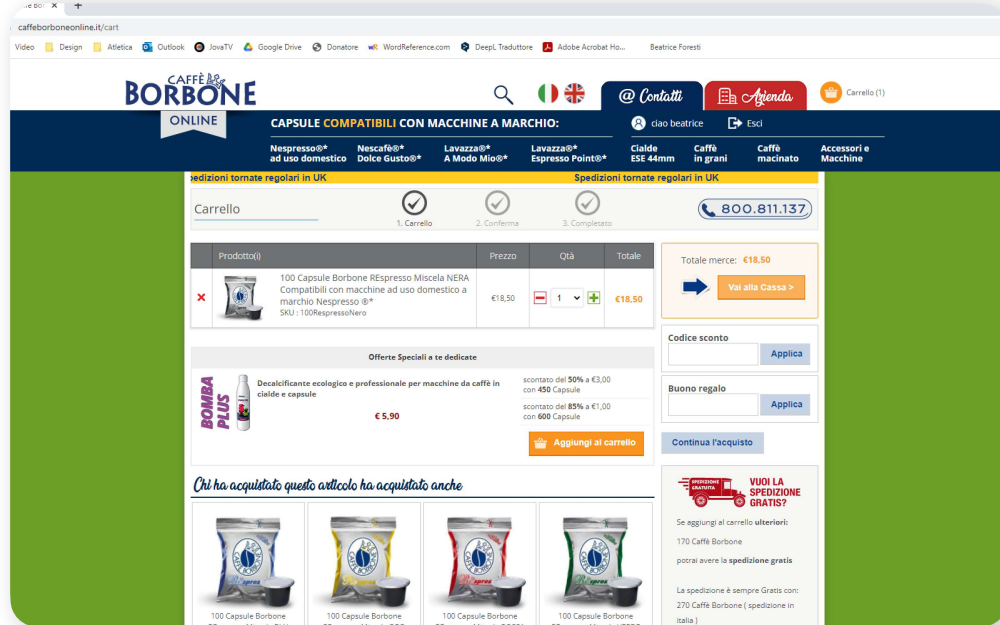
3) GET INFORMATION



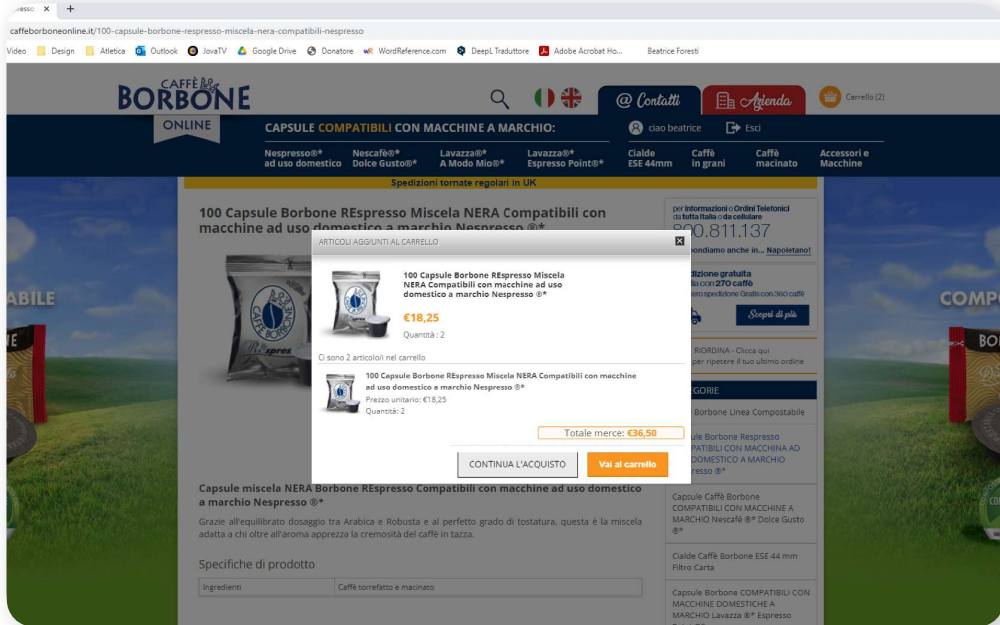
4) COMPATIBILITY



8) ORDER CONFIRMATION



7) COMPLETE ORDER



6) CHOOSE PRODUCT



5) MACHINE DETAILS



# General overview



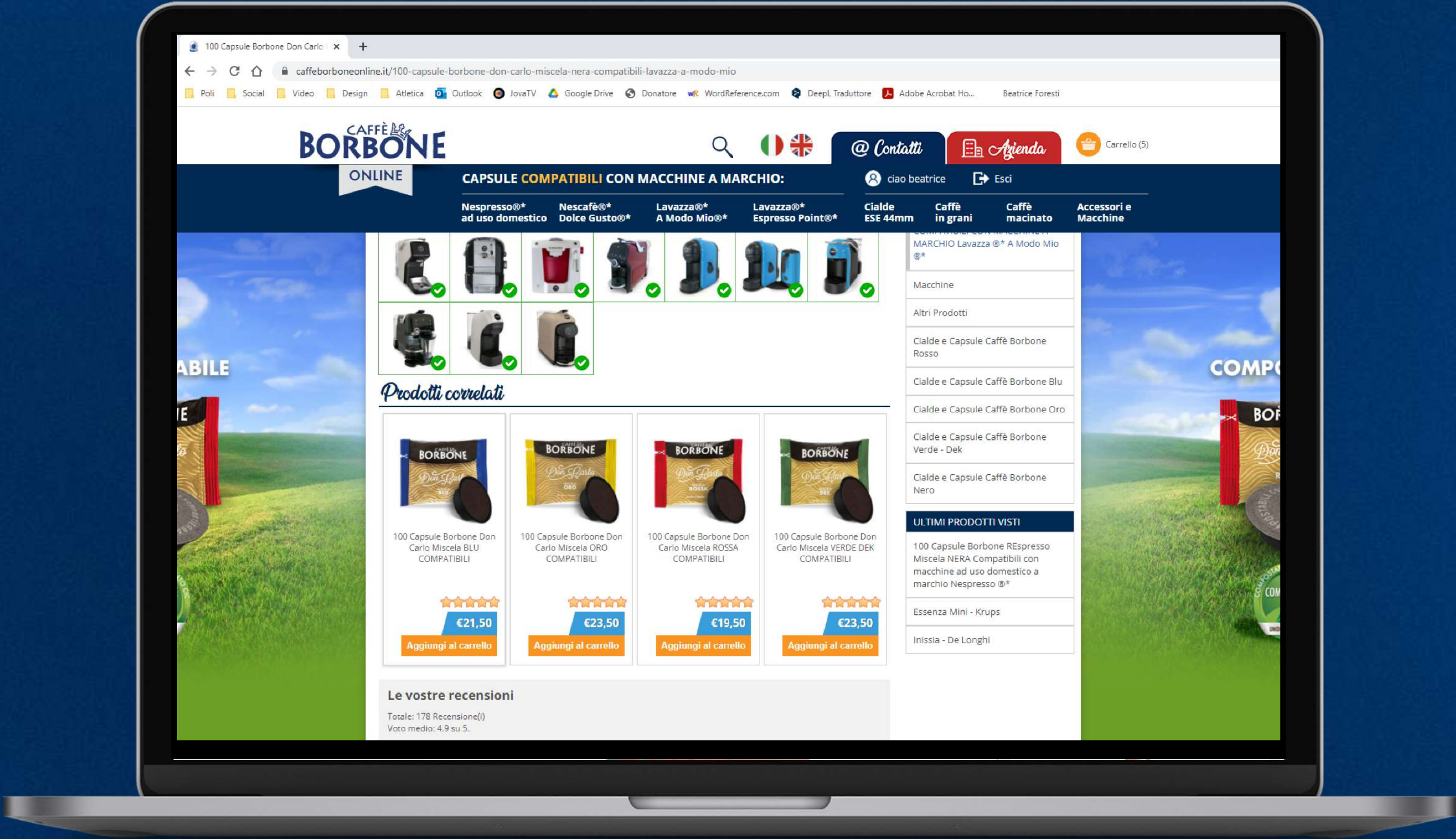


# Compare products

With a large range of products, it's sometimes necessary to compare their characteristics in detail.

7  
CLICKS    Already registered users

\*number of clicks depends on how many products we want to compare. Here it refers to the min (2 products).






1

Look for different flavours

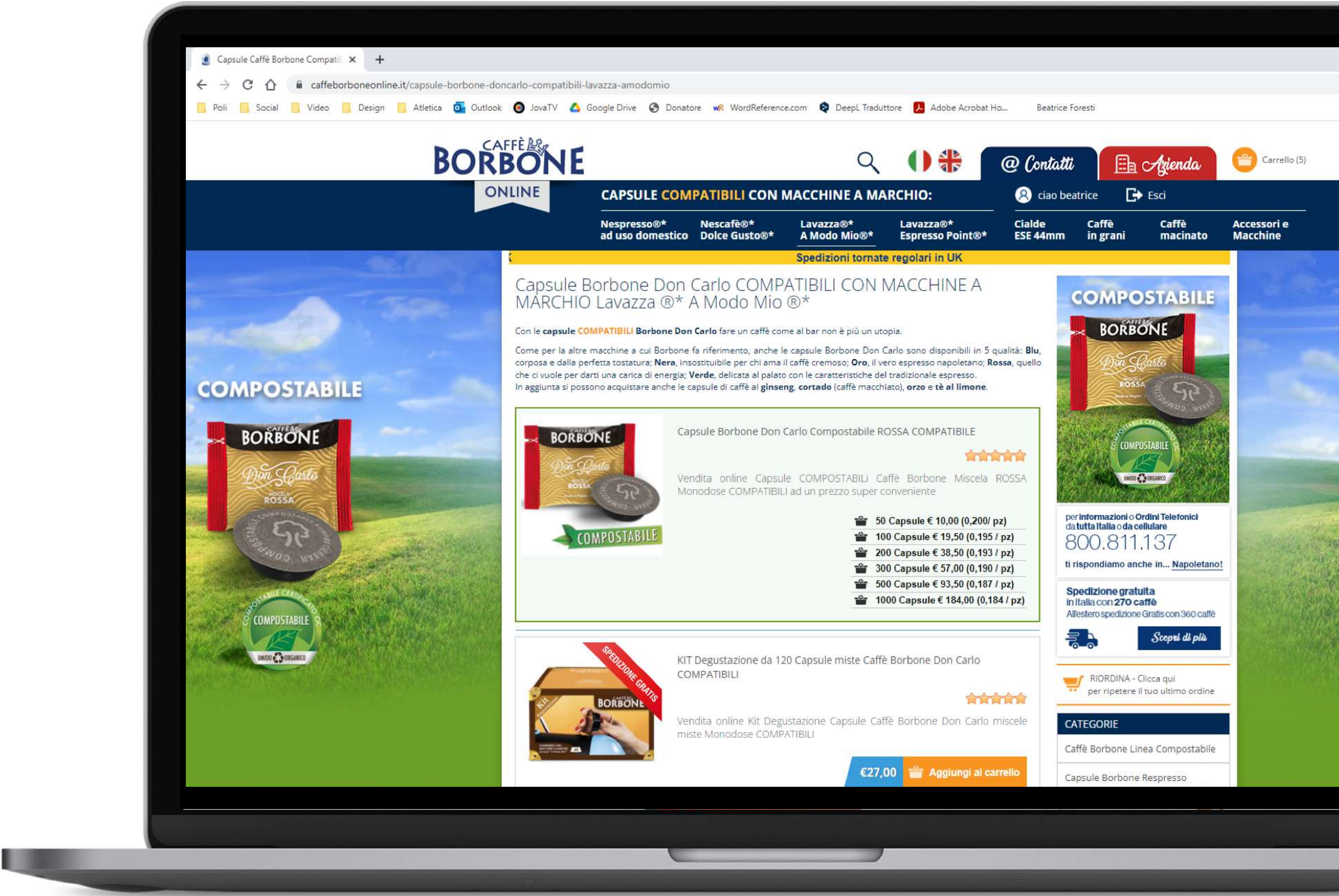
By clicking on that section of compatible Pods, we arrive on this page and we can start looking for the different flavours compatible with Lavazza A modo mio. We can scroll down to see all the options.

1

CLICKS



The capsules are identified with a colour (Red, Blue, Black) and not with the flavour or intensity.






2

Choose one

Since there is no indications about the flavours or intensity, we need to click on one of the products to read the characteristics.

1

CLICKS

 The title refers only to the color. The description below the image contains the type of coffee but since it is not highlighted, we don't see it at first glance.

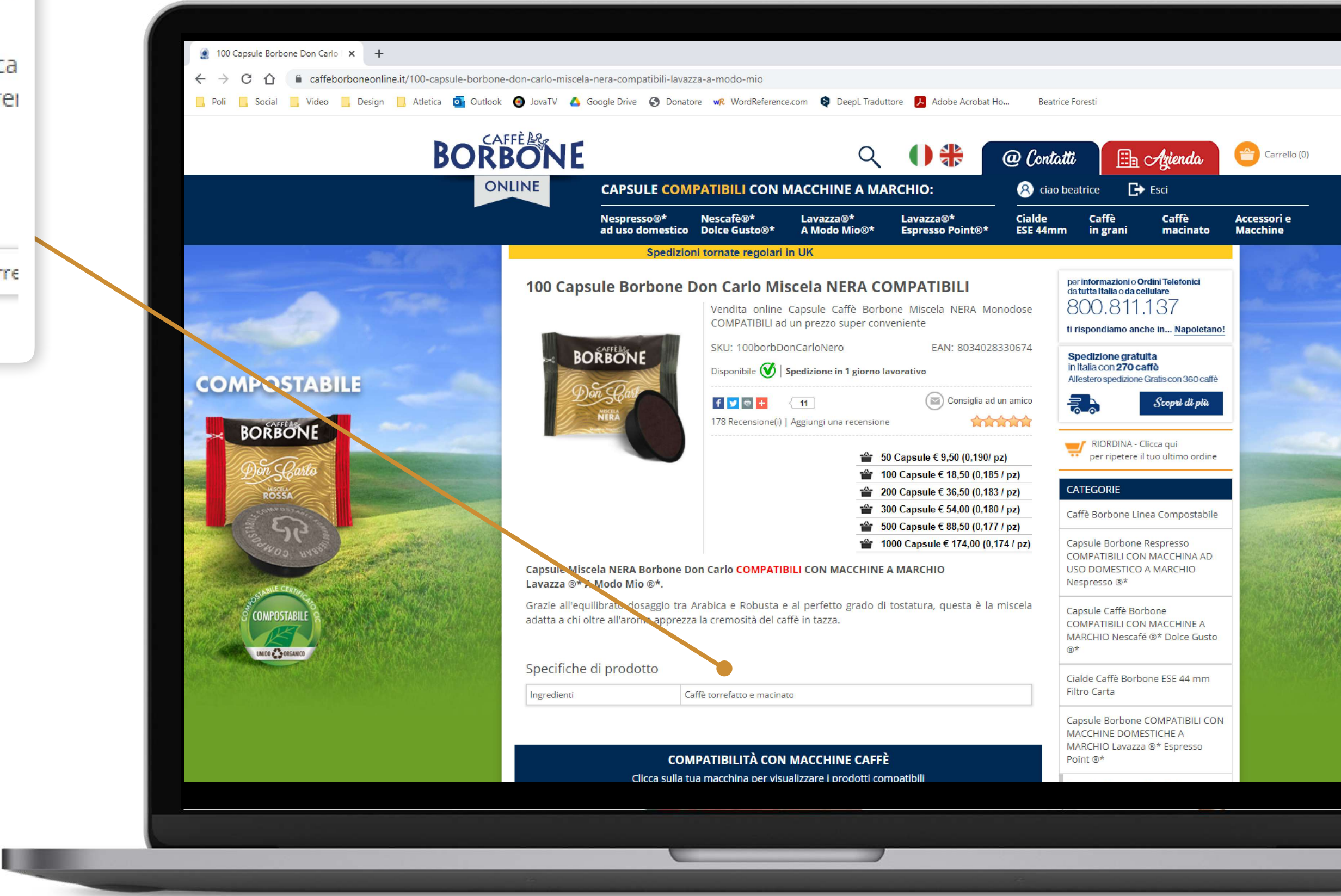
Capsule Miscela NERA Borbone Don Carl  
Lavazza ®\* A Modo Mio ®\*.

Grazie all'equilibrato dosaggio tra Arabica  
adatta a chi oltre all'aroma apprezza la crei

Specifiche di prodotto

Ingredienti

Caffè torrefatto





3

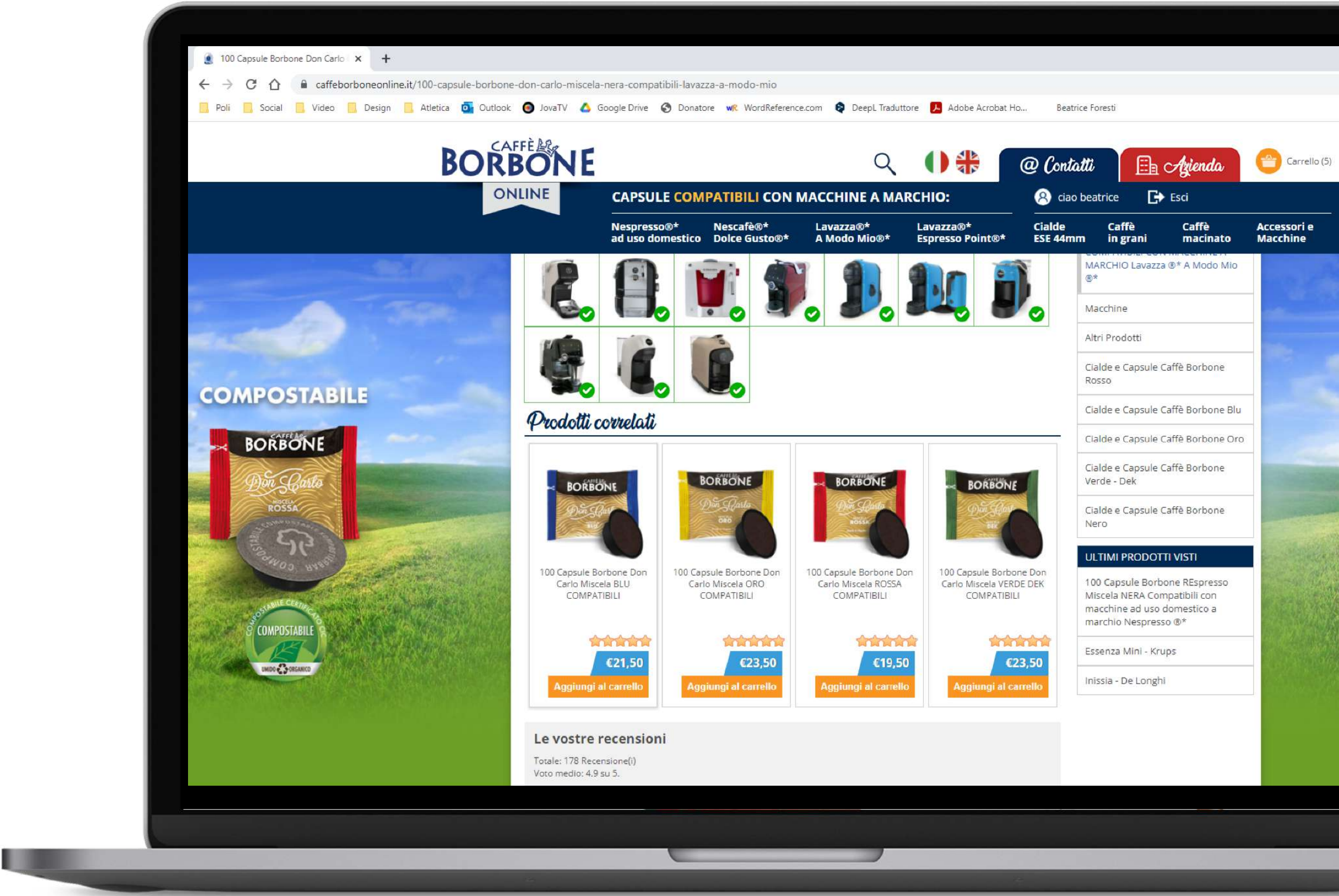
# Related products

If we scroll down we can find related products and in order to compare the first choice with them, we have to click on the single coffee pods to open its page and read the details. Each product has the reviews stars to indicate the average rating.

1

CLICKS

Click for each product we want to compare + scroll





4

Intensity graph

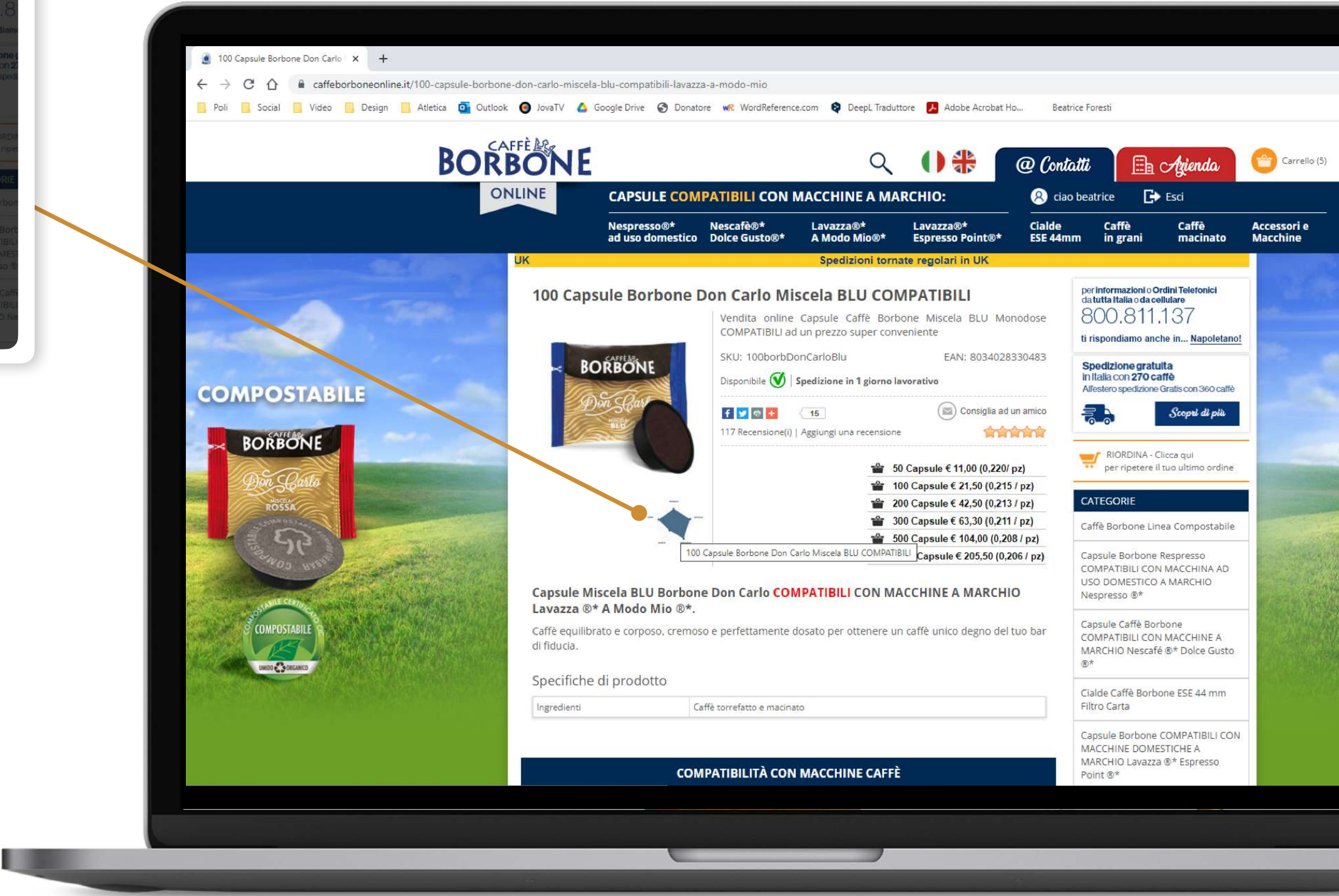
By clicking on one of the related products we can see the description of it.

3

CLICKS



Only some of the products have a picture that summarize the characteristics of it with a graph.



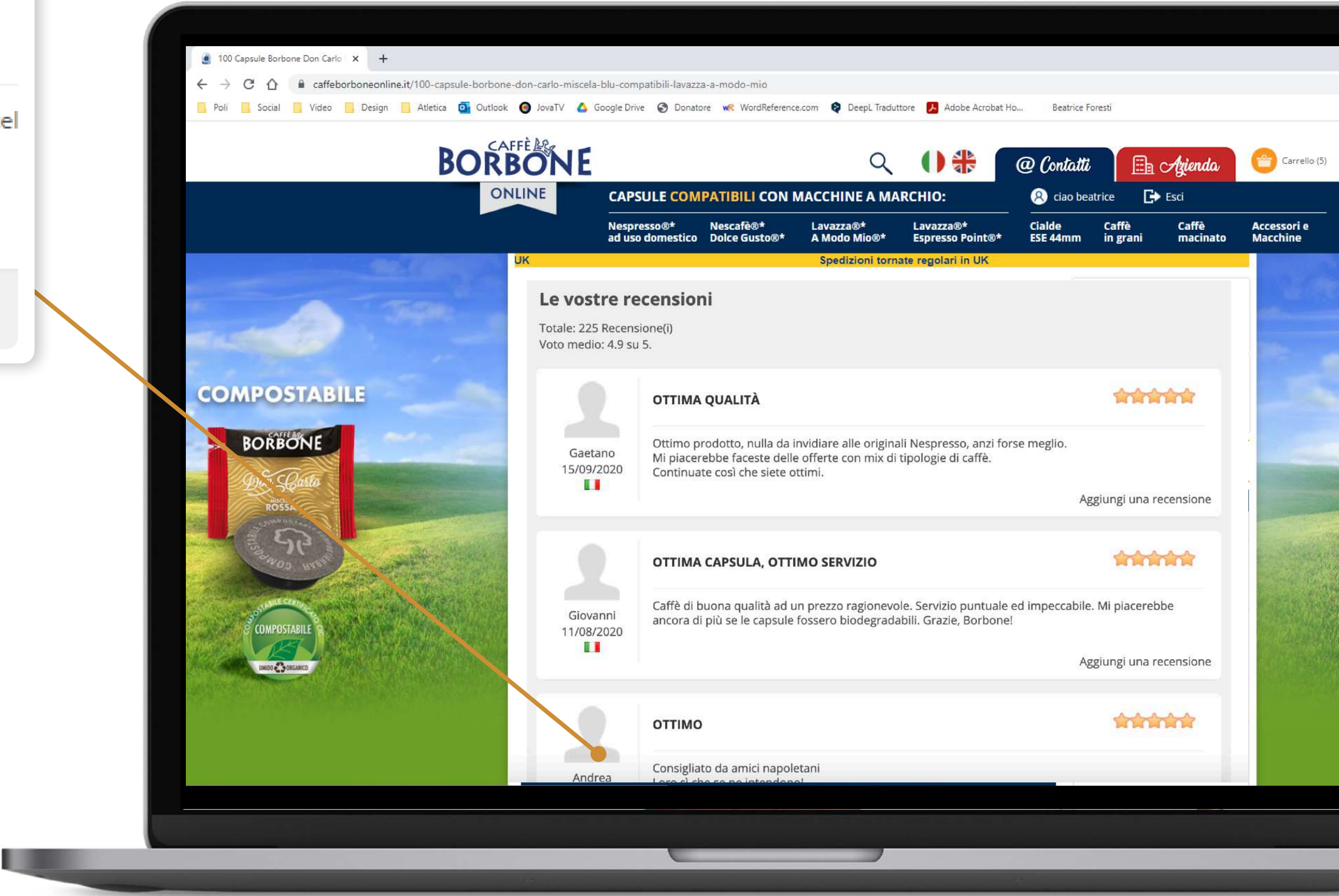


# 5 Read the reviews

Below each product’s details there are the reviews of the customers.  
We can read them to know their opinions.  
If we want to compare them with the reviews of another product we need to click on it and go to its page. To see all the reviews we have to click on the option Read more review on the bottom.

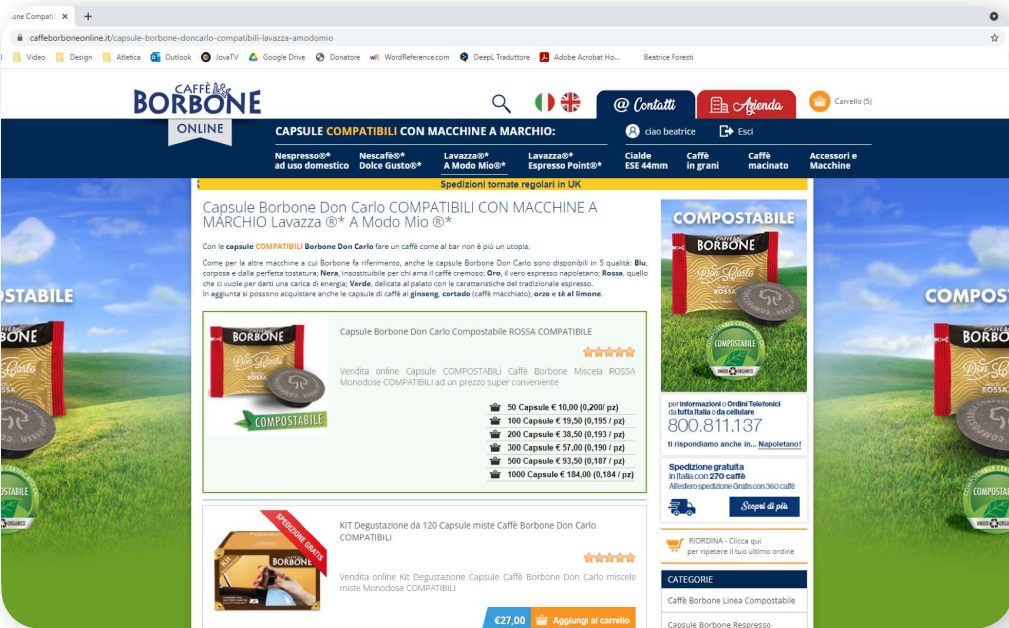
1  
CLICKS

☹️ The average rating of each product is not highlighted and there is no possibility of ordering them by numbers of stars.

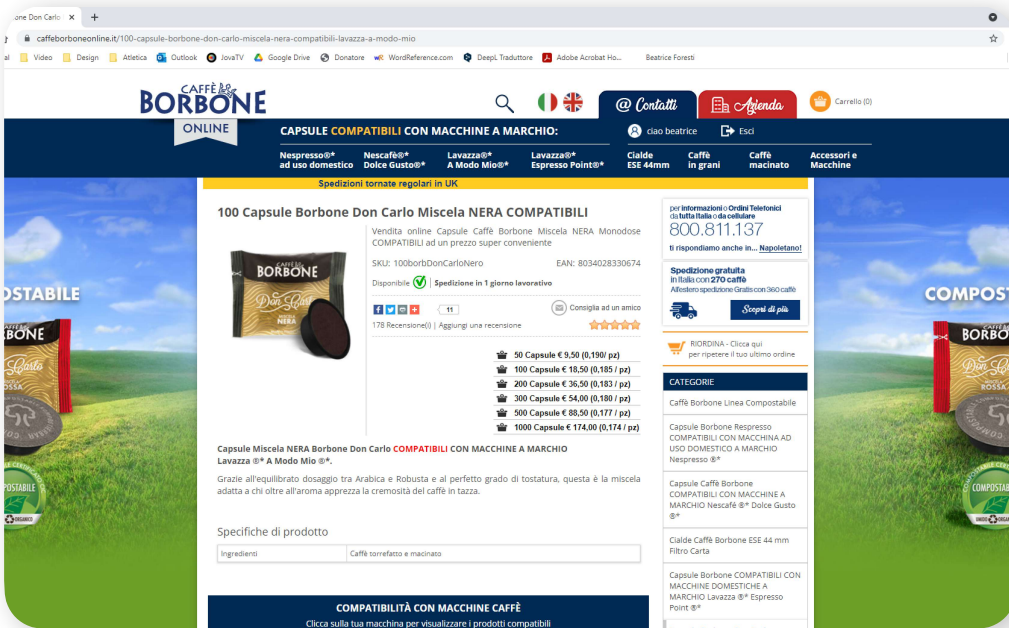




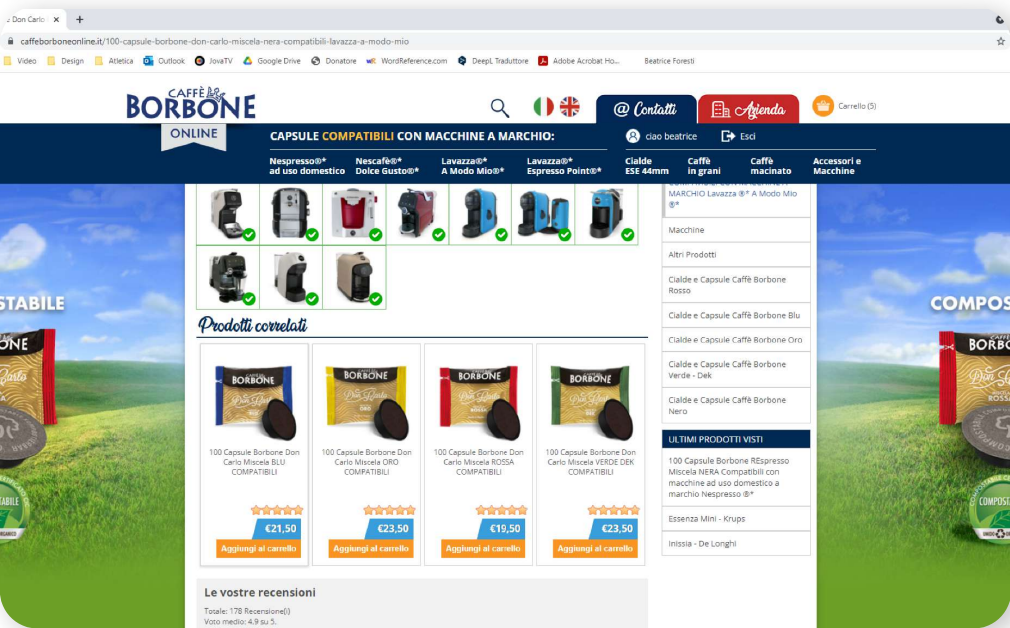
# General overview



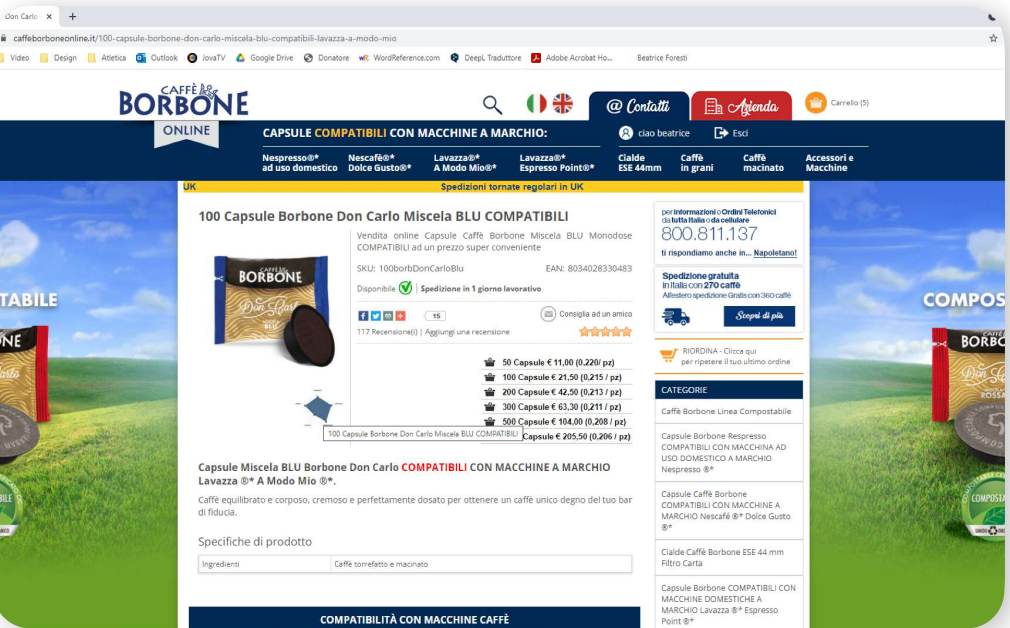
1) LOOK FOR DIFFERENT FLAVOURS



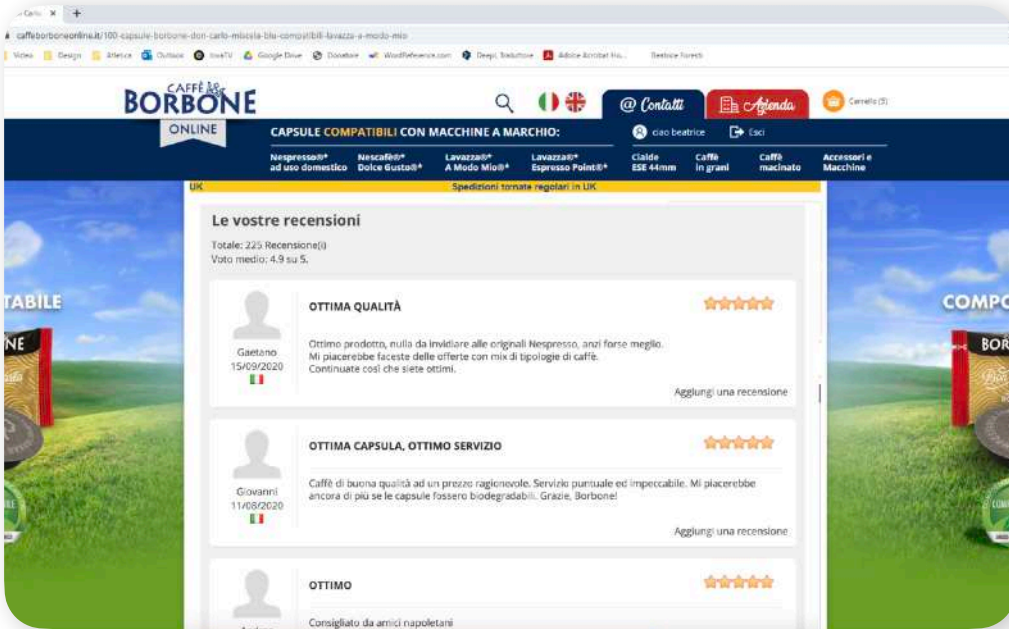
2) SPECIFIC PRODUCT OVERVIEW



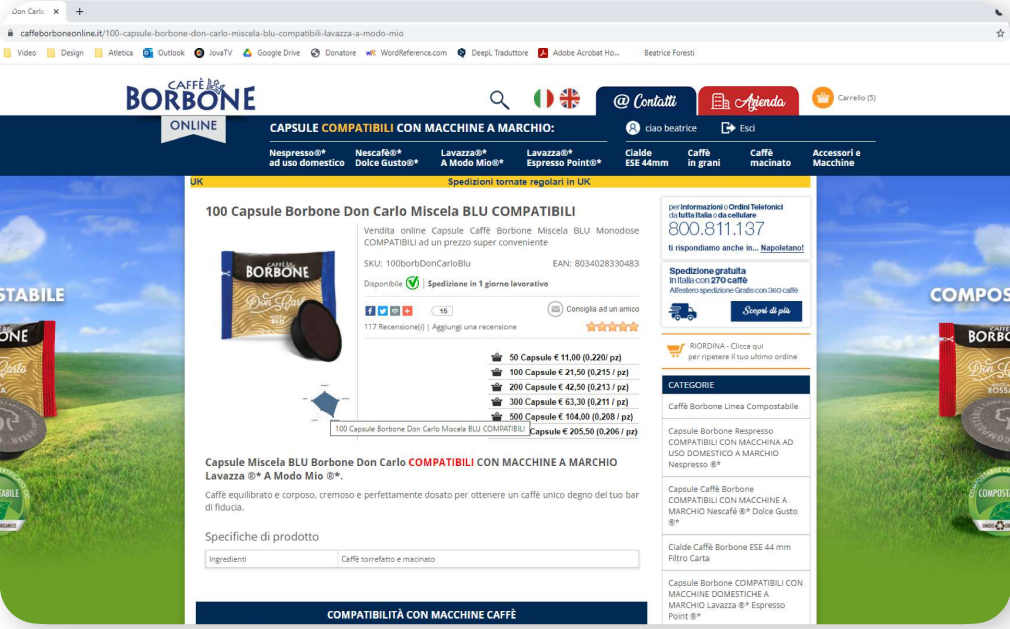
3) RELATED PRODUCTS



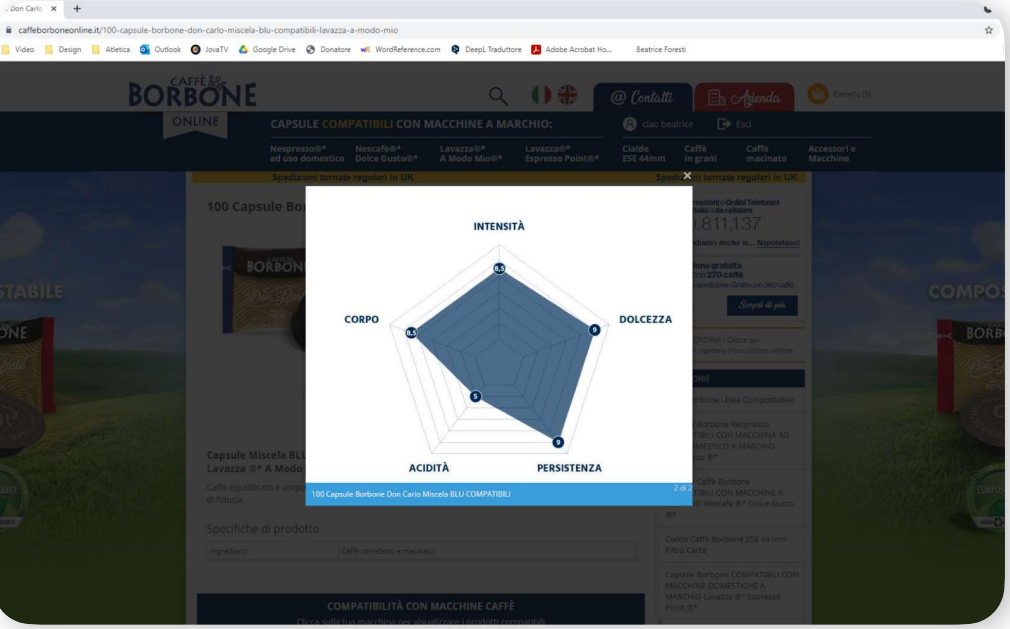
4) GET INFORMATION



7) READ THE REVIEWS



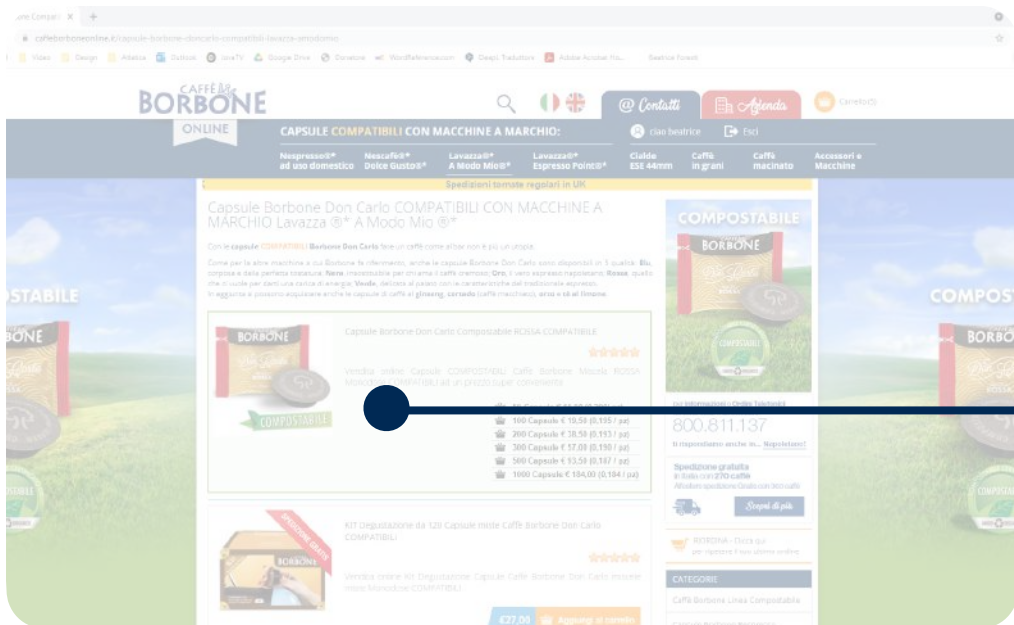
6) SPECIFIC PRODUCT OVERVIEW



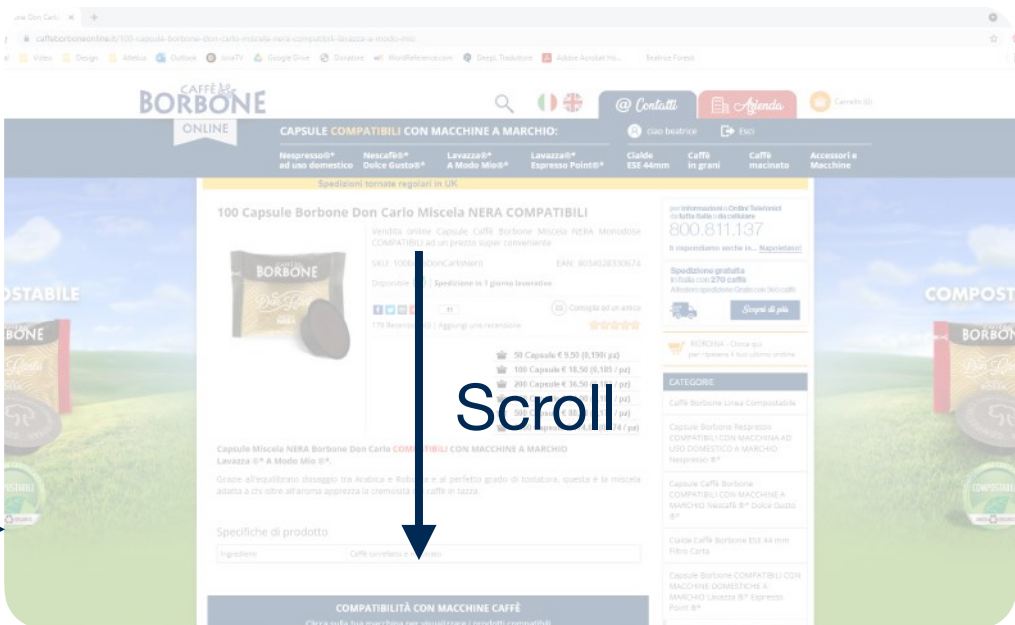
5) FLAVOUR DETAILS



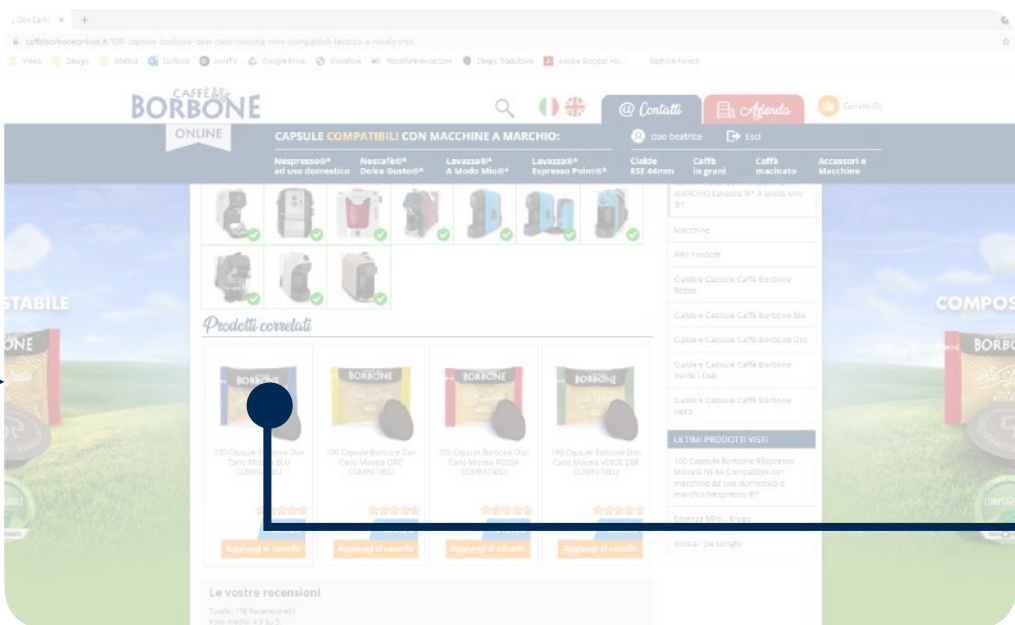
# General overview



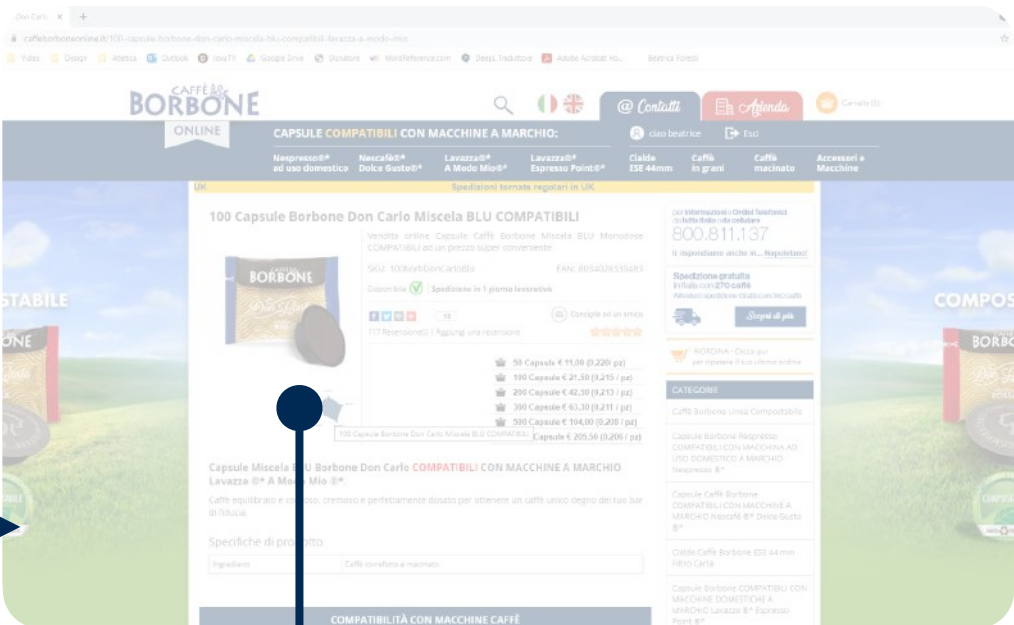
1) LOOK FOR DIFFERENT FLAVOURS



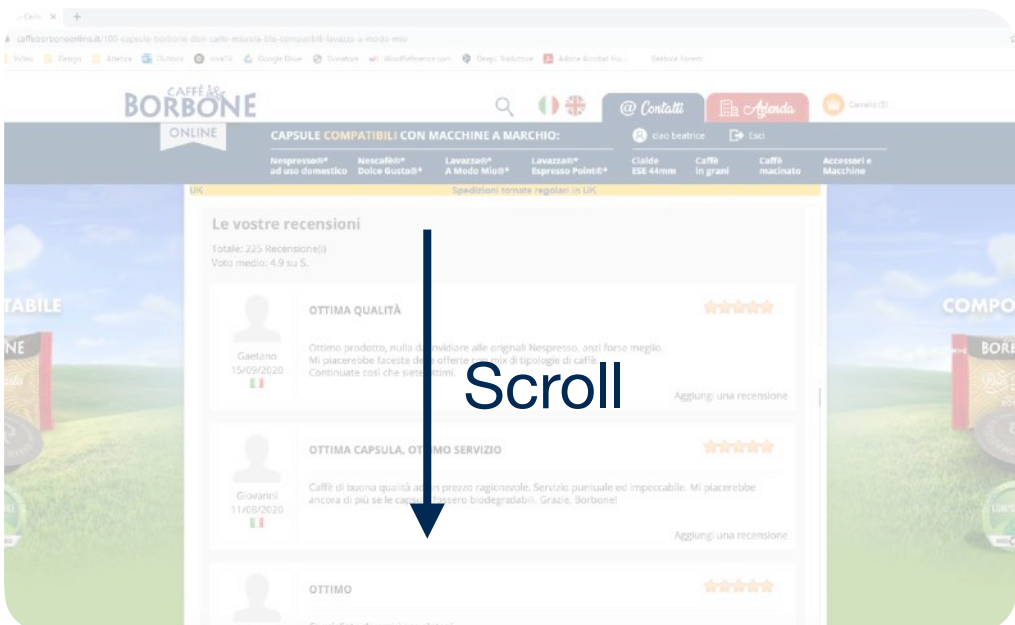
2) SPECIFIC PRODUCT OVERVIEW



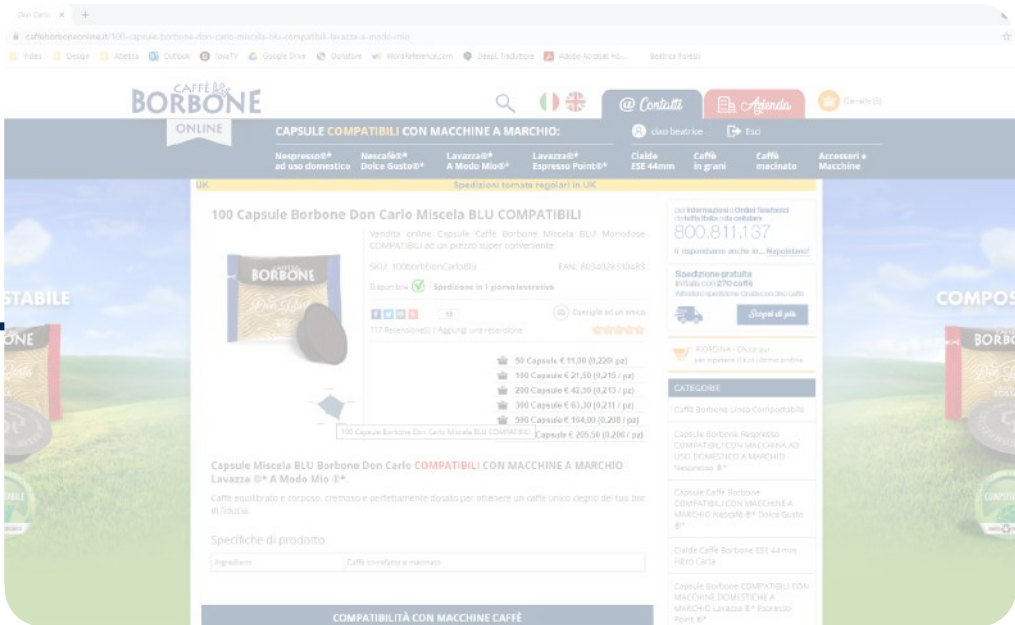
3) RELATED PRODUCTS



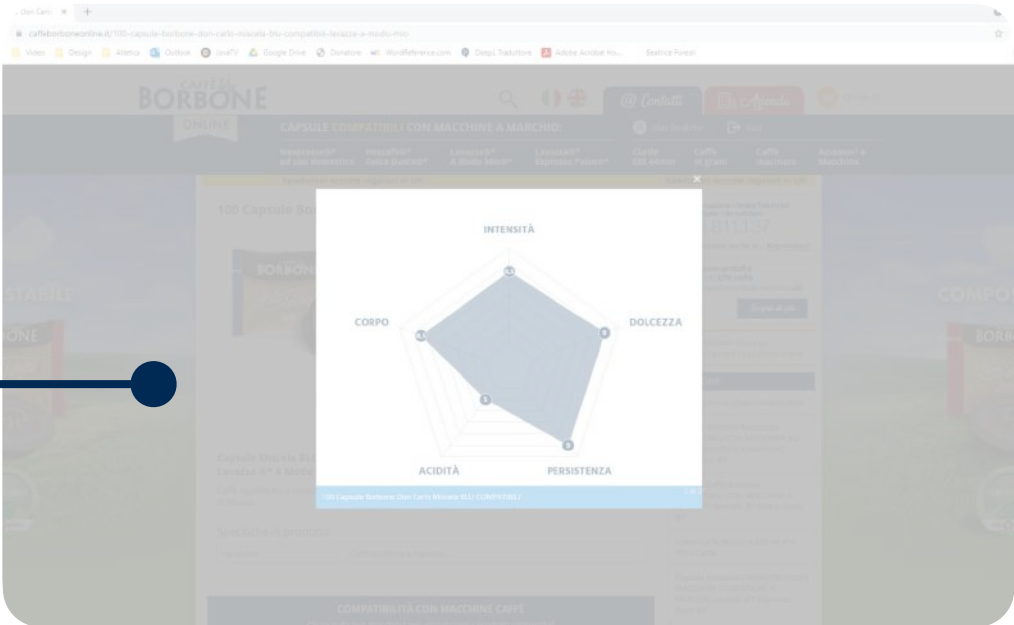
4) GET INFORMATION



7) READ THE REVIEWS



6) SPECIFIC PRODUCT OVERVIEW



5) FLAVOUR DETAILS

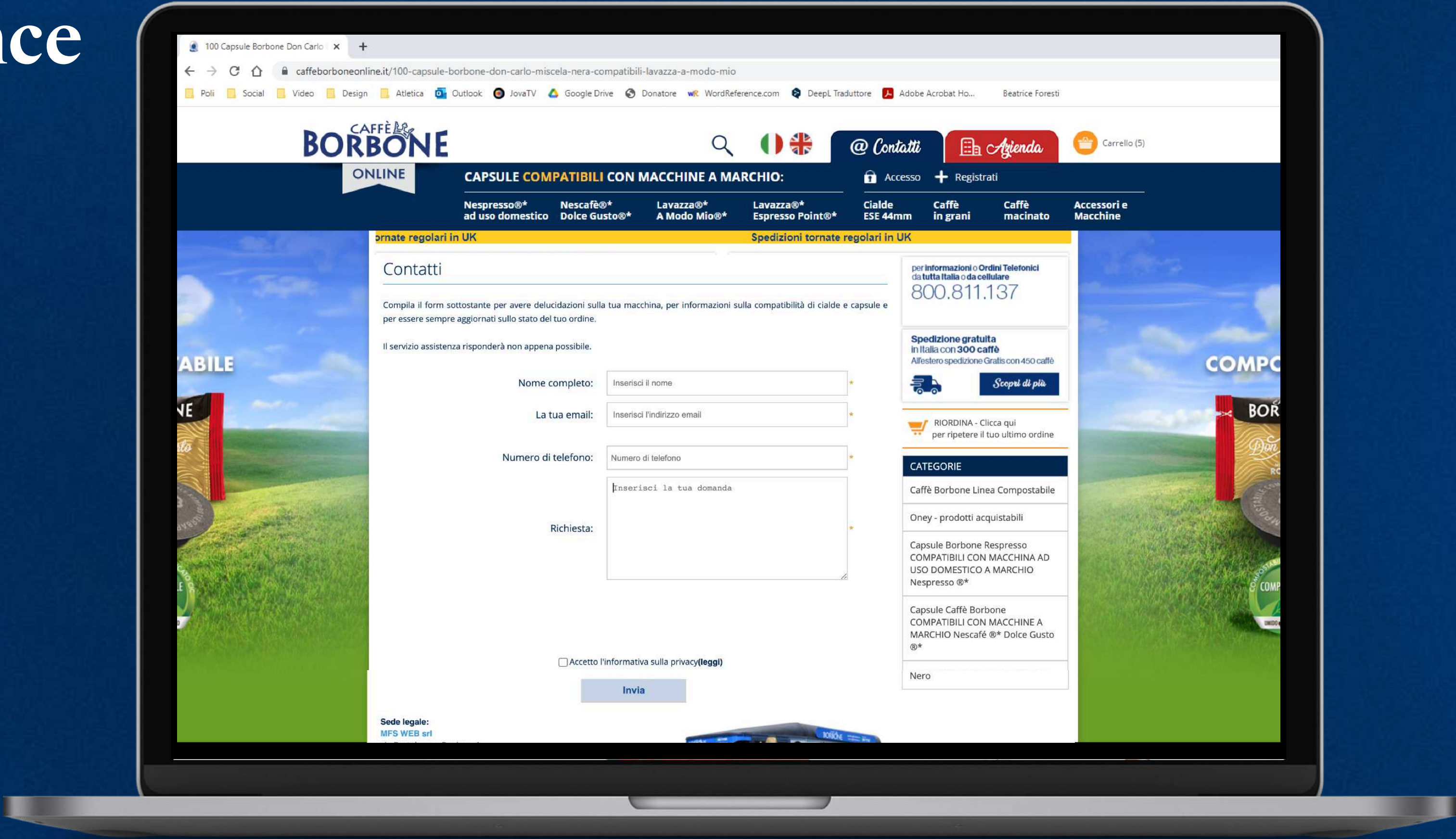


# Get help from assistance

Get help from assistance managing delivery problems and order doubts.

4

CLICKS    Already registered users






1

Choose the way

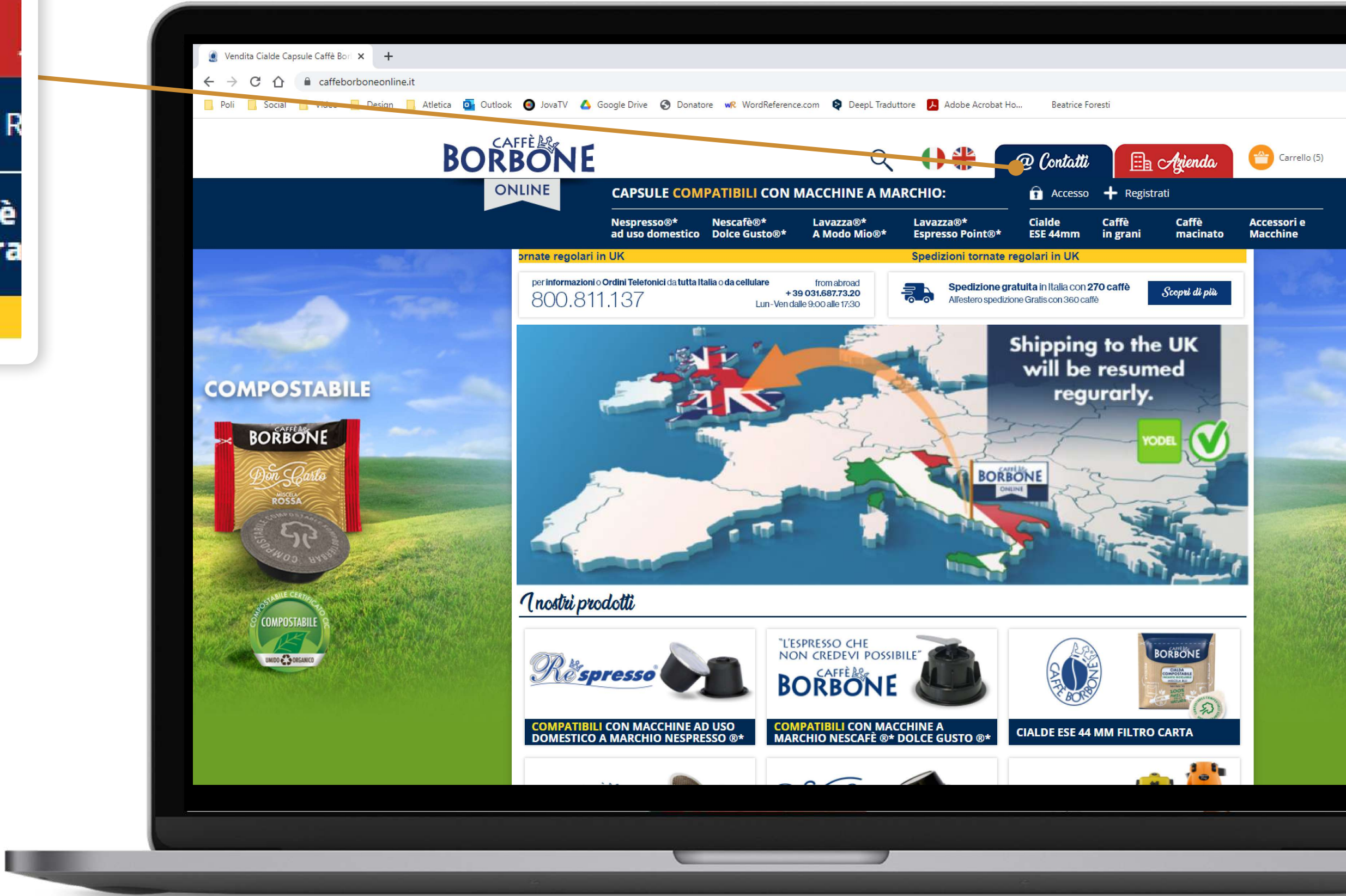
Clicking on the tab ‘@ Contatti’ in the top menu is one of the three ways to get assistance. However, the tab doesn’t fully indicate that it’s possible to click on it.

1

CLICKS



The Service Hotline ad on the left side seems likely to redirect you to a help-desk by clicking on it, though it’s just static.





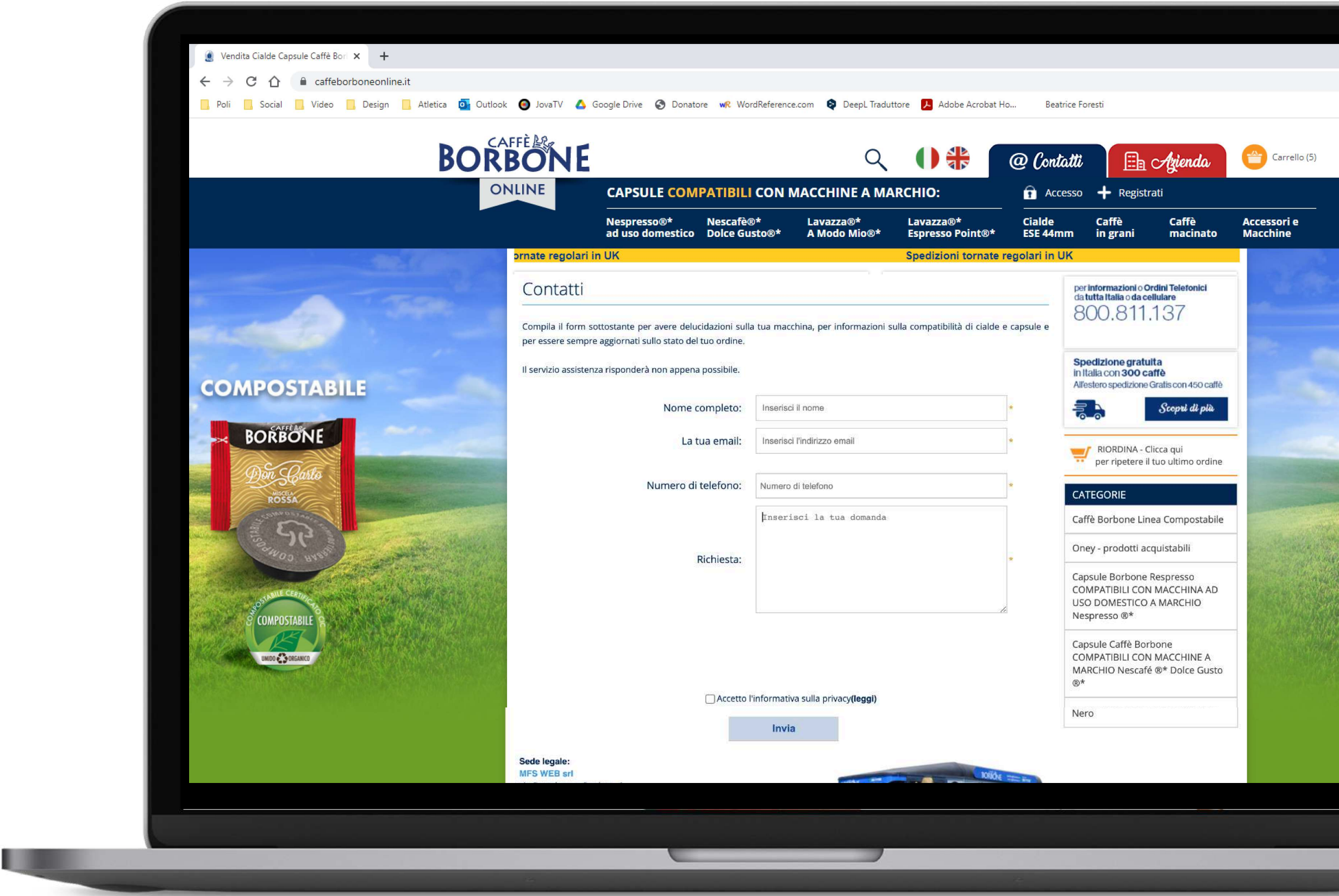
2

# Filling the form

After that, we find ourselves in a form menu, where we need to enter our personal data (name, email, phone) and the inquiry. After that, we need to verify a CAPTCHA and a privacy policy checkbox by clicking to finally submit our message. However, there is no instruction on how to describe or classify the problem, which may confuse some users.

3

CLICKS

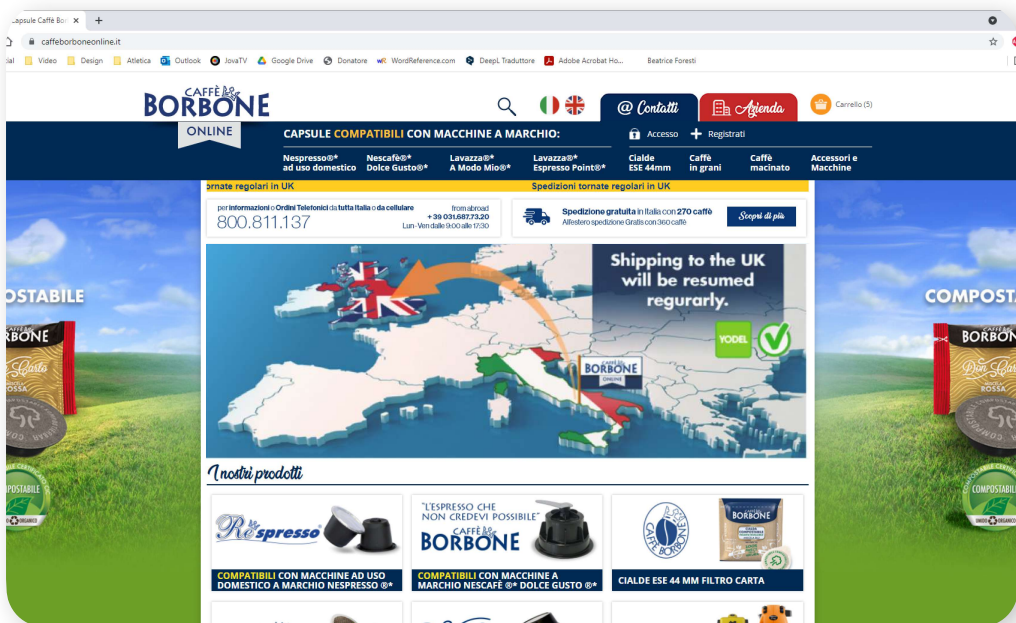




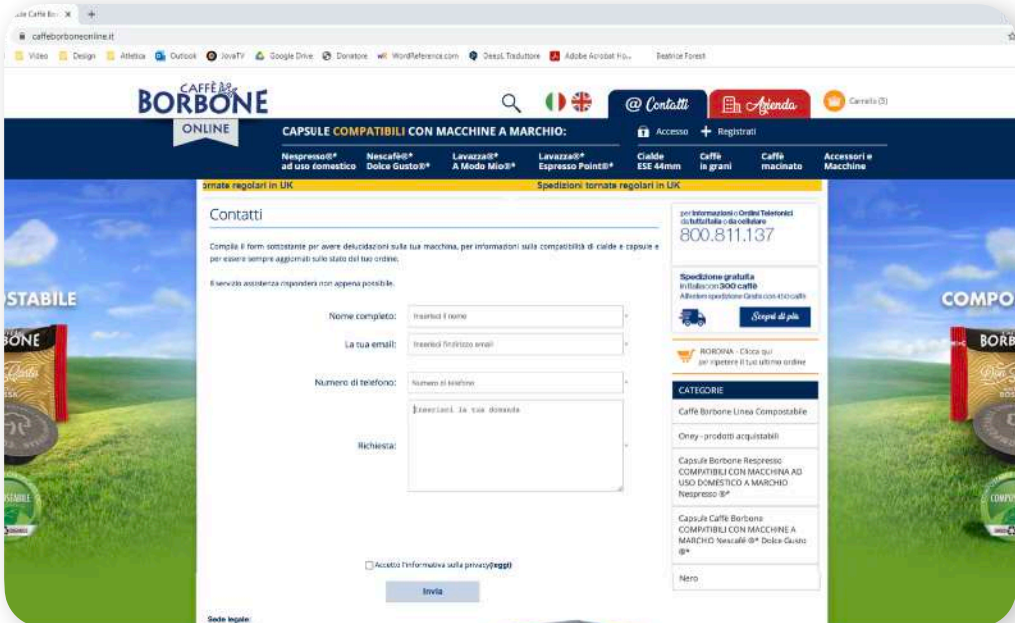
# General overview

## FIRST METHOD

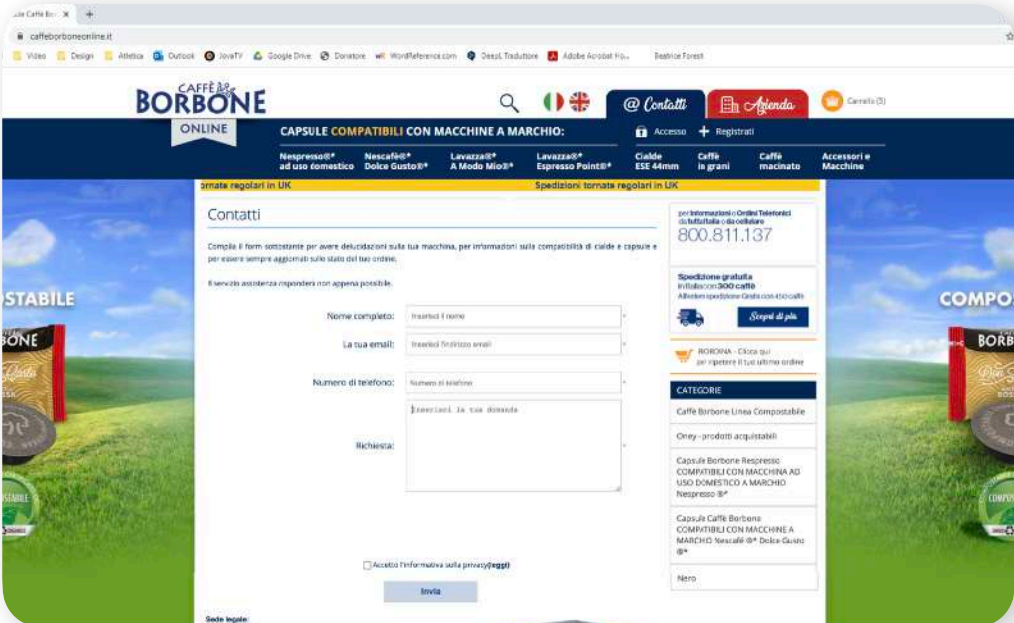
Using the @contacts option in the menu



1) LOOK FOR DIFFERENT FLAVOURS



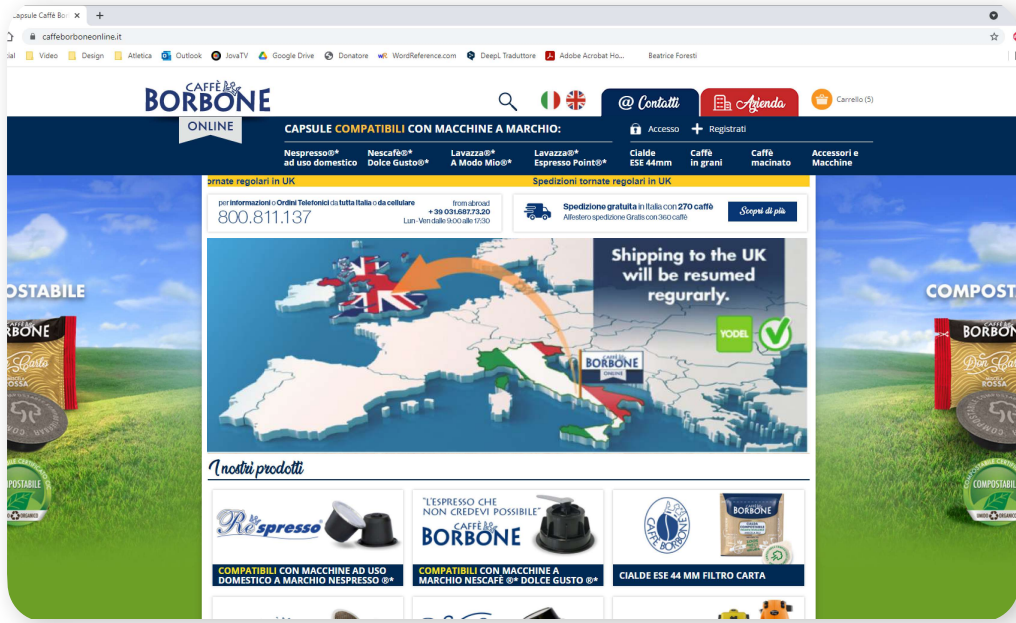
2) SPECIFIC PRODUCT OVERVIEW



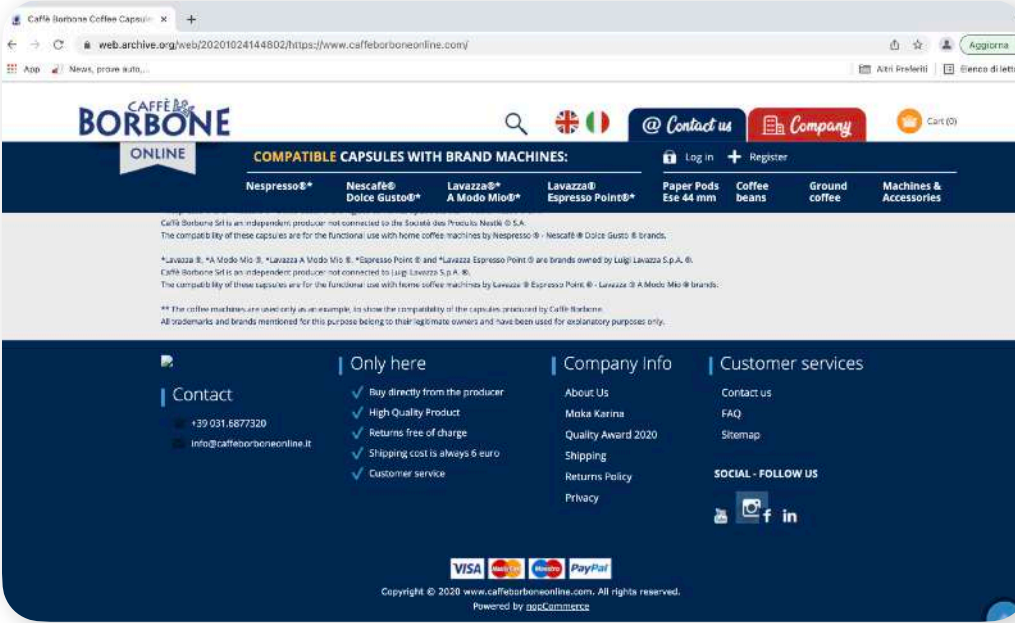
3) RELATED PRODUCTS

## SECOND METHOD

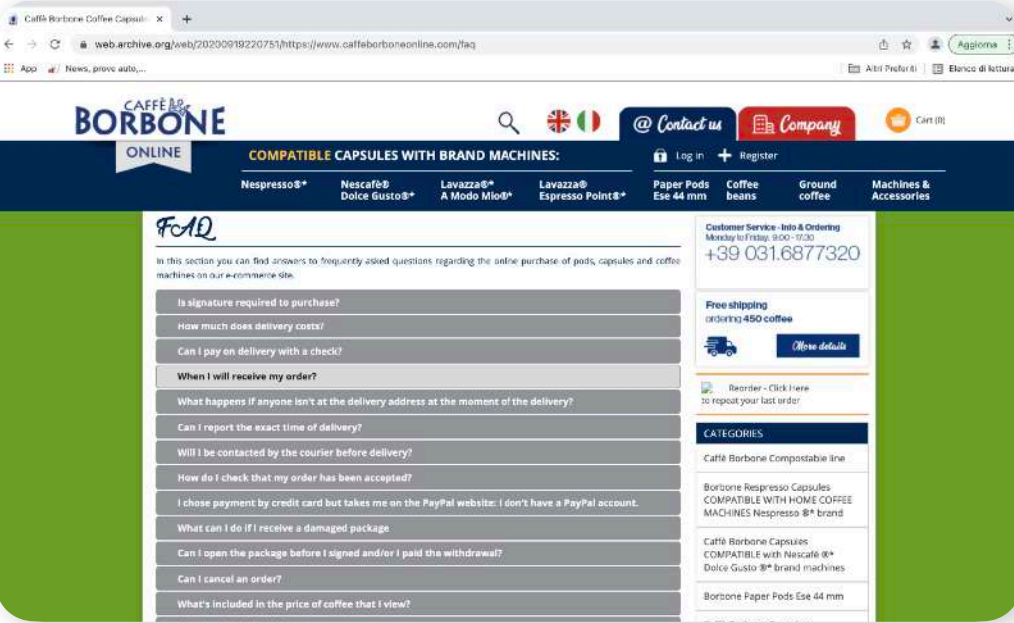
In the footer there is a menu clustered in four categories, one of them is FAQ, as a way to get assistance.



1) GO DOWN IN THE FOOTER



2) CLICK ON FAQ



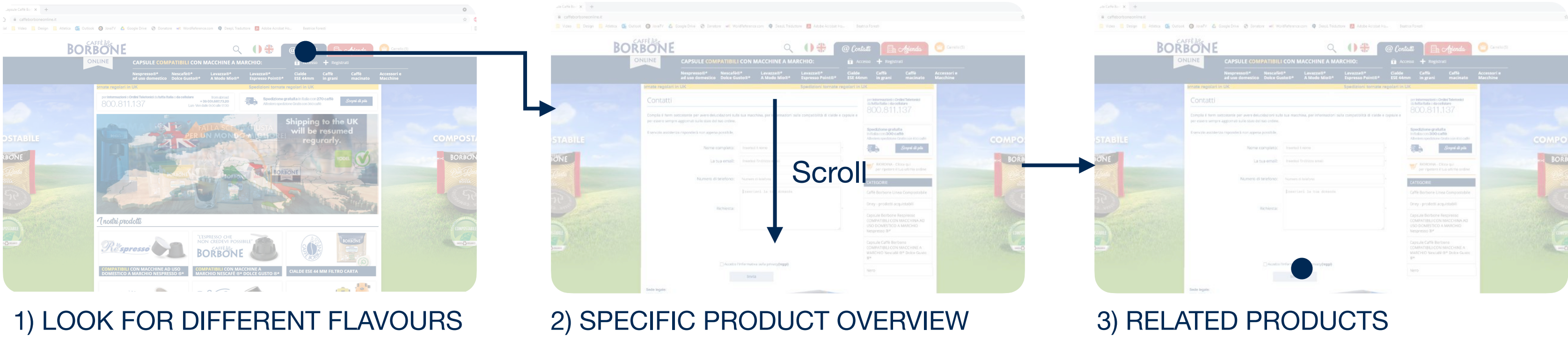
3) FAQ SECTION



# General overview

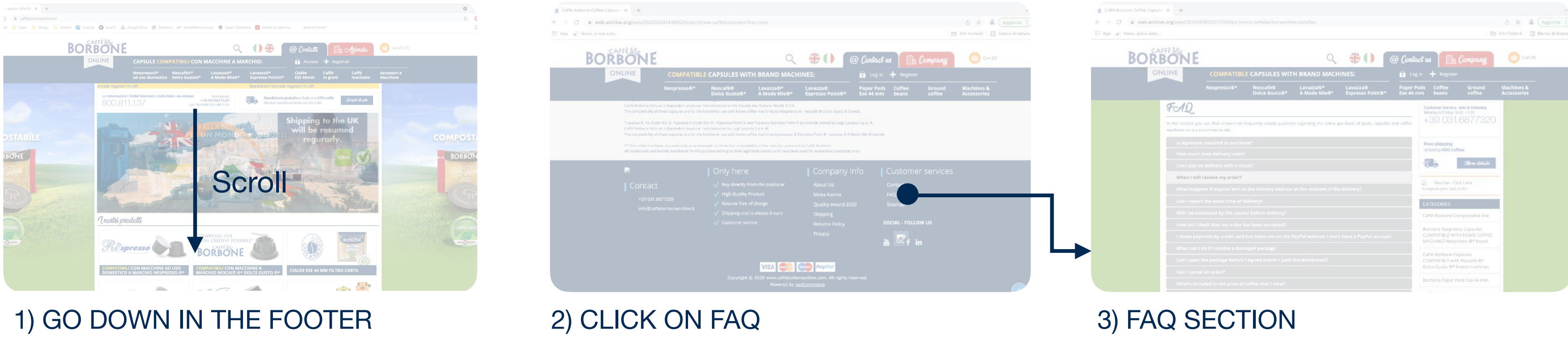
## FIRST METHOD

Using the @contacts option in the menu



## SECOND METHOD

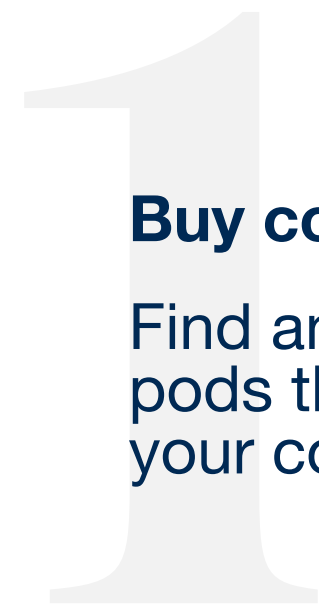
In the footer there is a menu clustered in four categories, one of them is FAQ, as a way to get assistance.





# Main tasks

## COMPETITOR ANALYSIS



### Buy compatible pods

Find and order the coffee pods that are compatible with your coffee machine.



### Compare products

With a large range of products, it's sometimes necessary to compare their characteristics in detail.



### Get help from assistance

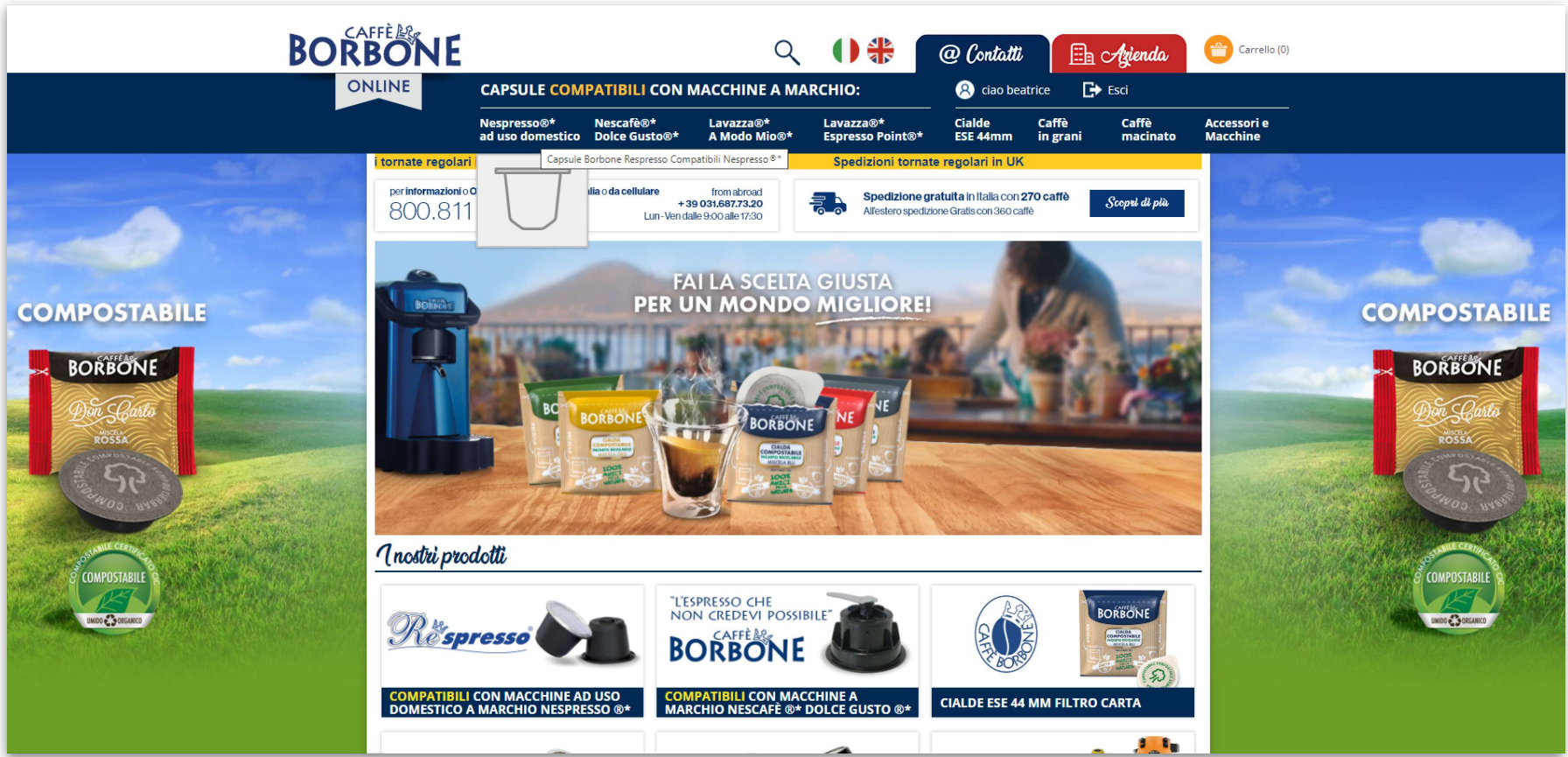
Get help from assistance managing delivery problems and order doubts.



101

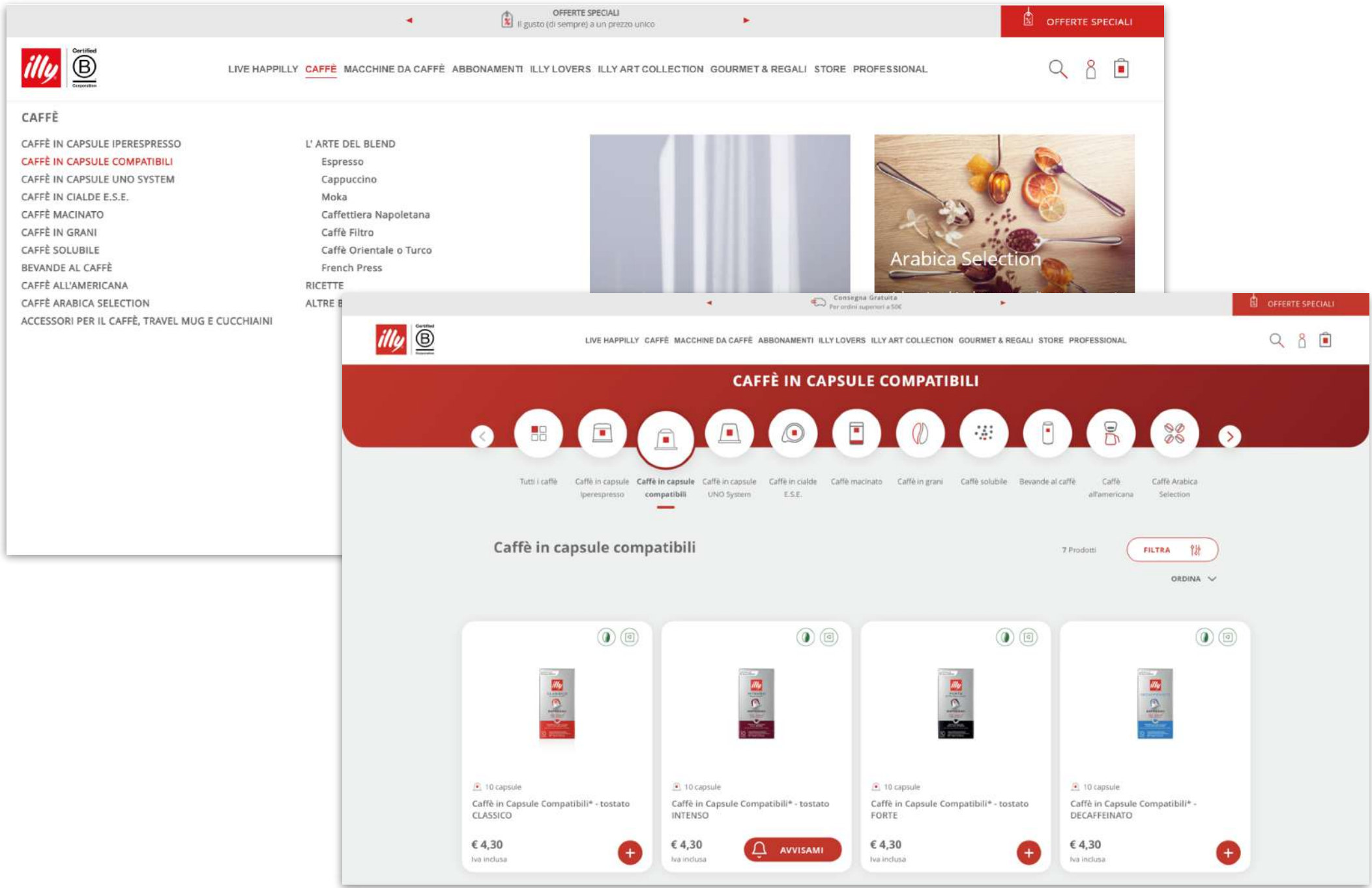
Buy compatible pods

SELECT POD TYPE



CAFFÈBORBONE.IT

In order to find the different types of coffee pods Borbone offers the user need to look in the upper bar of the website. To understand the shape of the pods it is necessary to hover the cursor above the 4 categories that appear.



ILLY.IT

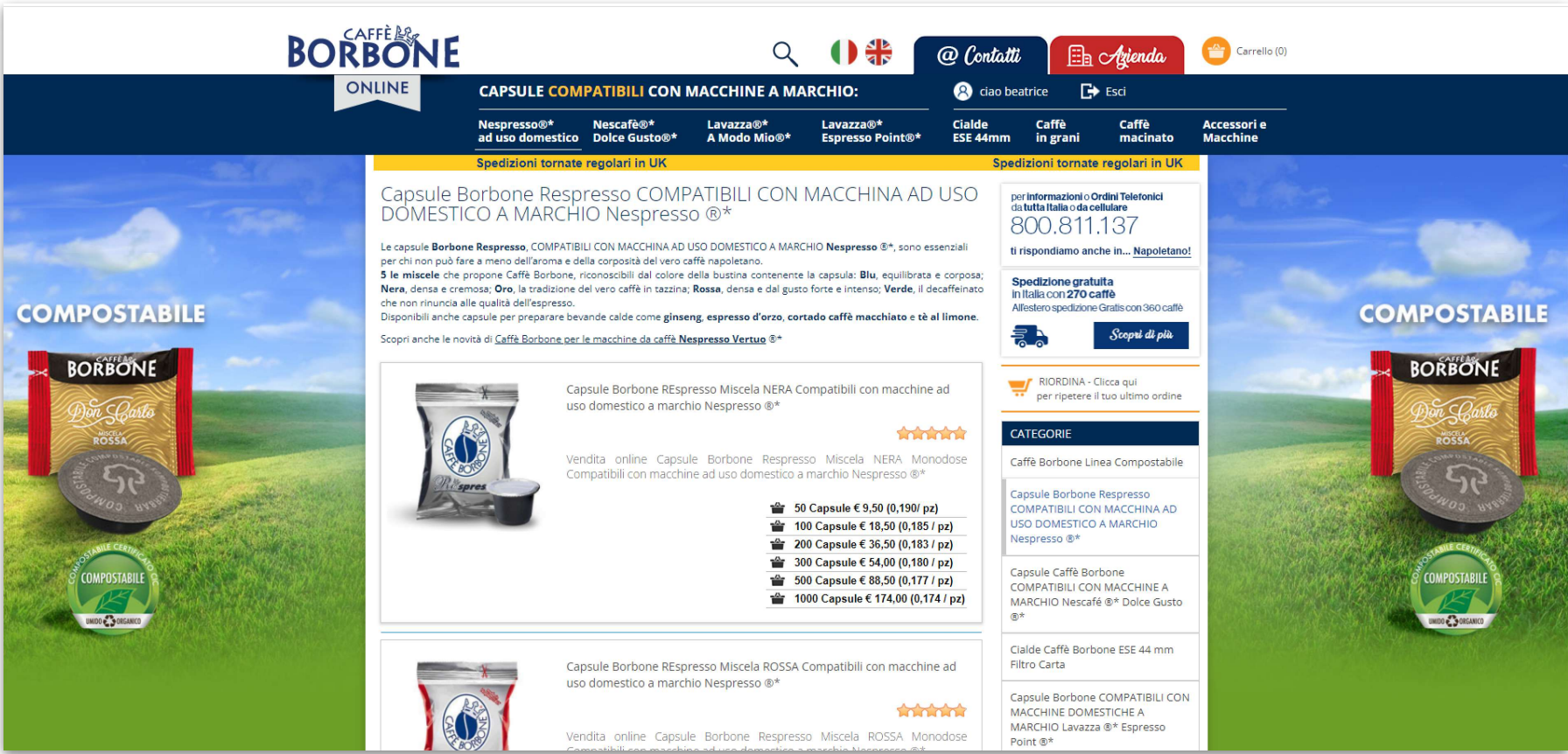
On Illy website there is a dropdown menu with all the different types of coffee ordered by categories. It's possible to filter the finding by taste, packing, origin, typology and subscription. It's an easy and intuitive process.



1.2

Buy compatible pods

FIND RIGHT PODS



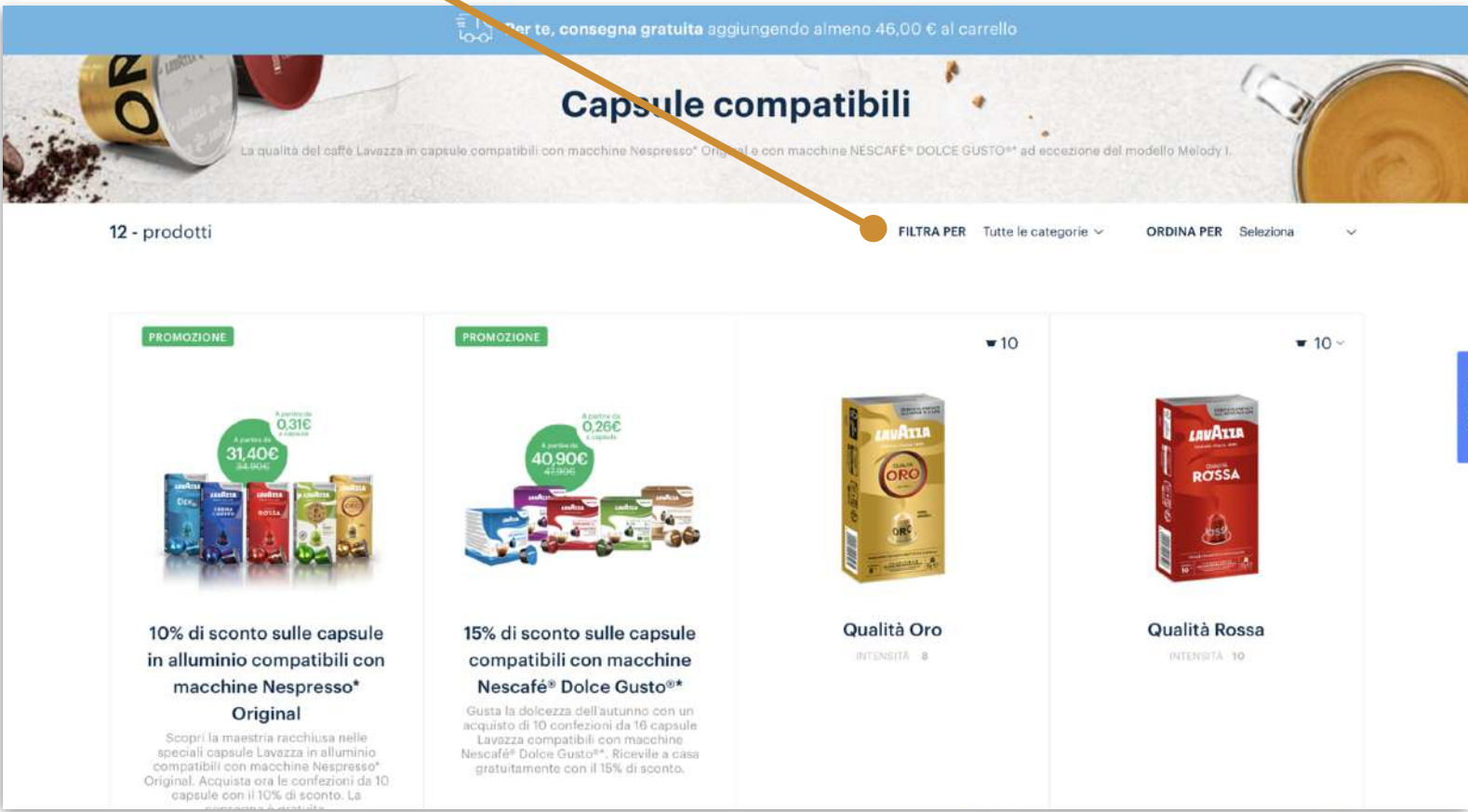
CAFFÈBORBONE.IT

After selecting the type of pod, we need to scroll to find out all the products offered for this category. We have the beginning of the description of each product, but we do not see the whole text. Another click is necessary to understand the compatibility of the pod.



LAVAZZA.IT

The information regarding the compatibility of the coffee pods on Lavazza's website appears at the beginning of the page, just below the title. It is possible to filter the search by family, format and intensity. By placing the cursor above each product the description will appear.

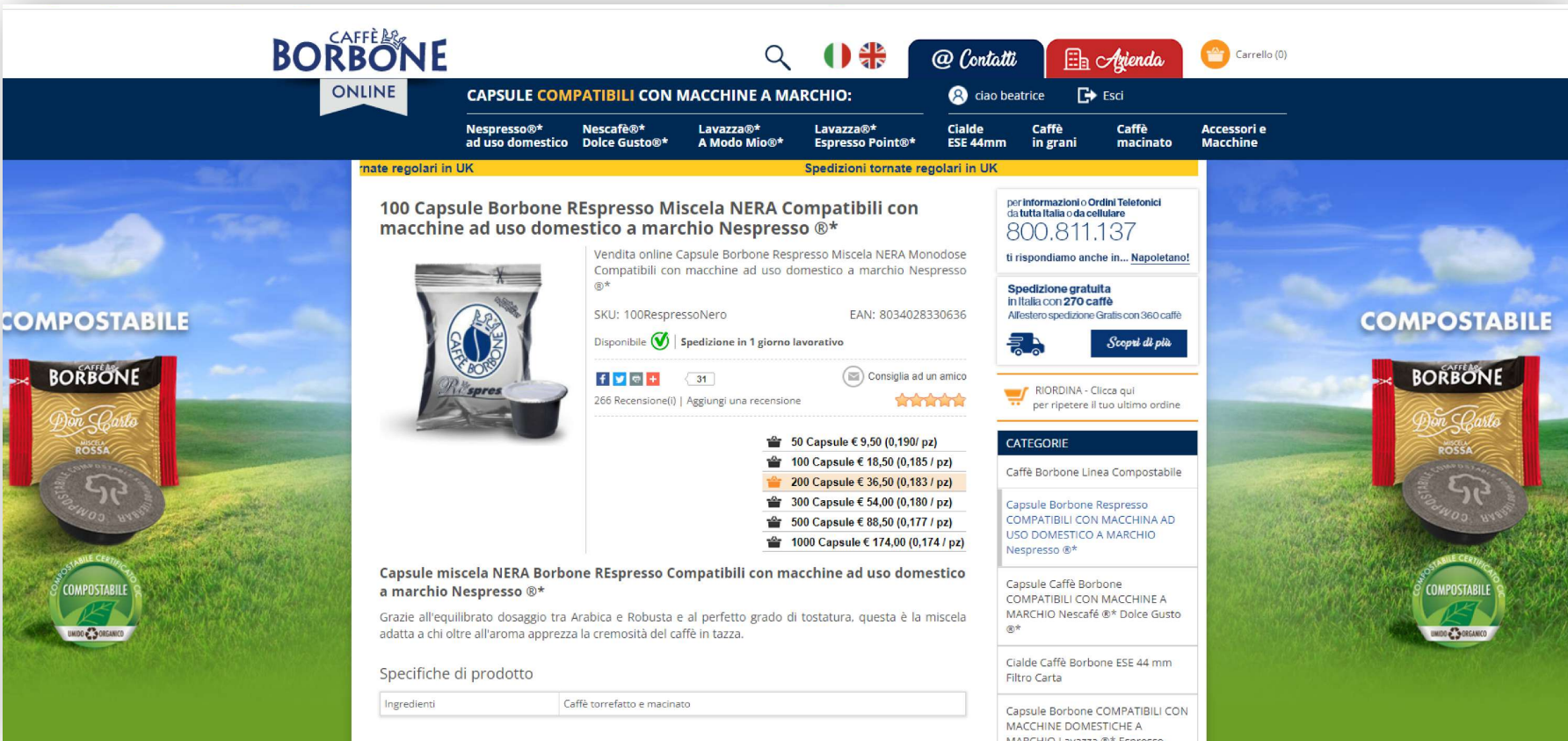




1.3

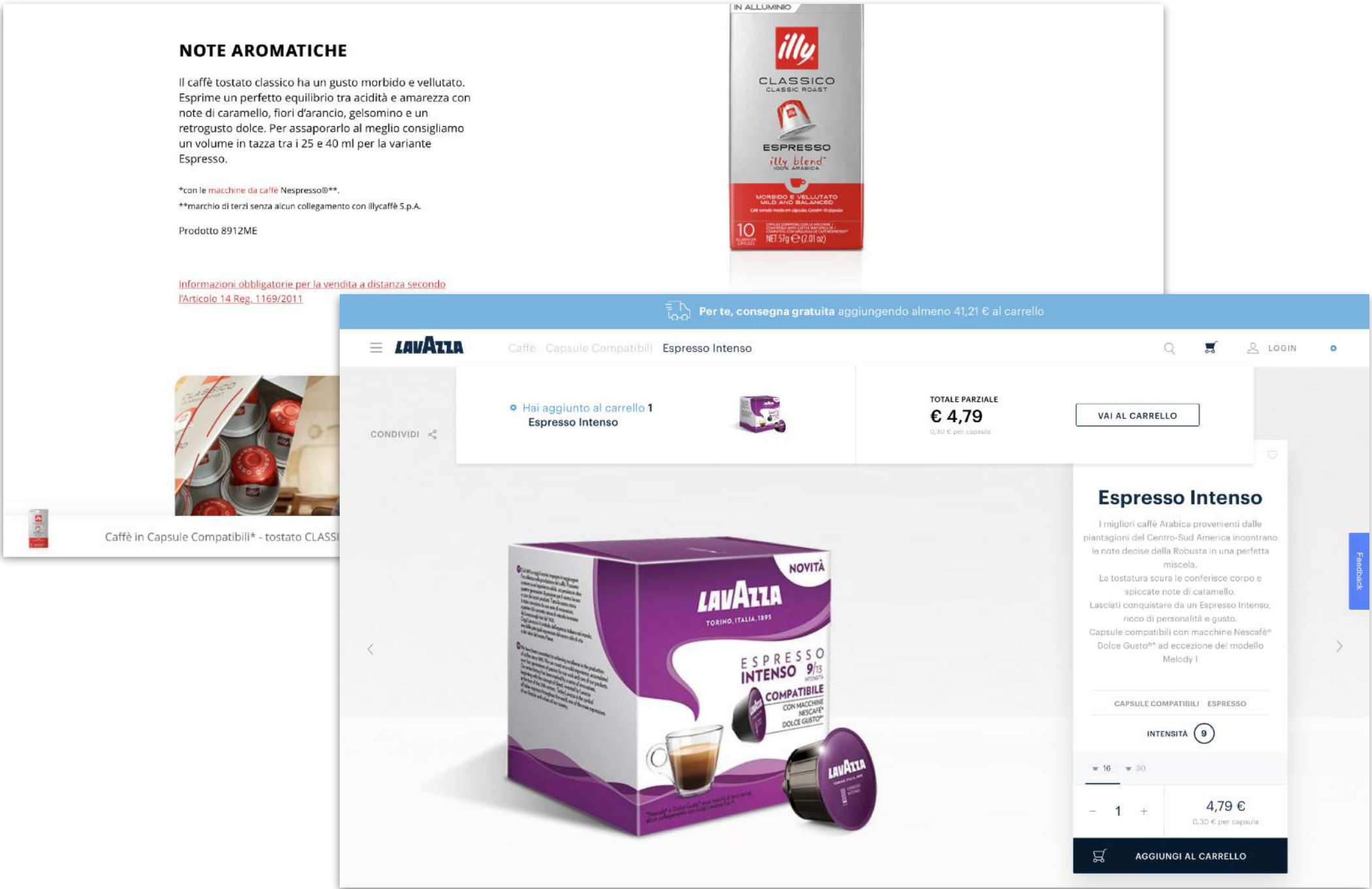
Buy compatible pods

GET INFORMATIONS



CAFFÈBORBONE.IT

Inside the product’s page the information is shown organized, although the graphics are not visual or attractive. In order to understand the compatibility you have to search for your machine image. This method could be tricky and bring the user to make an error.



LAVAZZA.IT and ILLY.IT

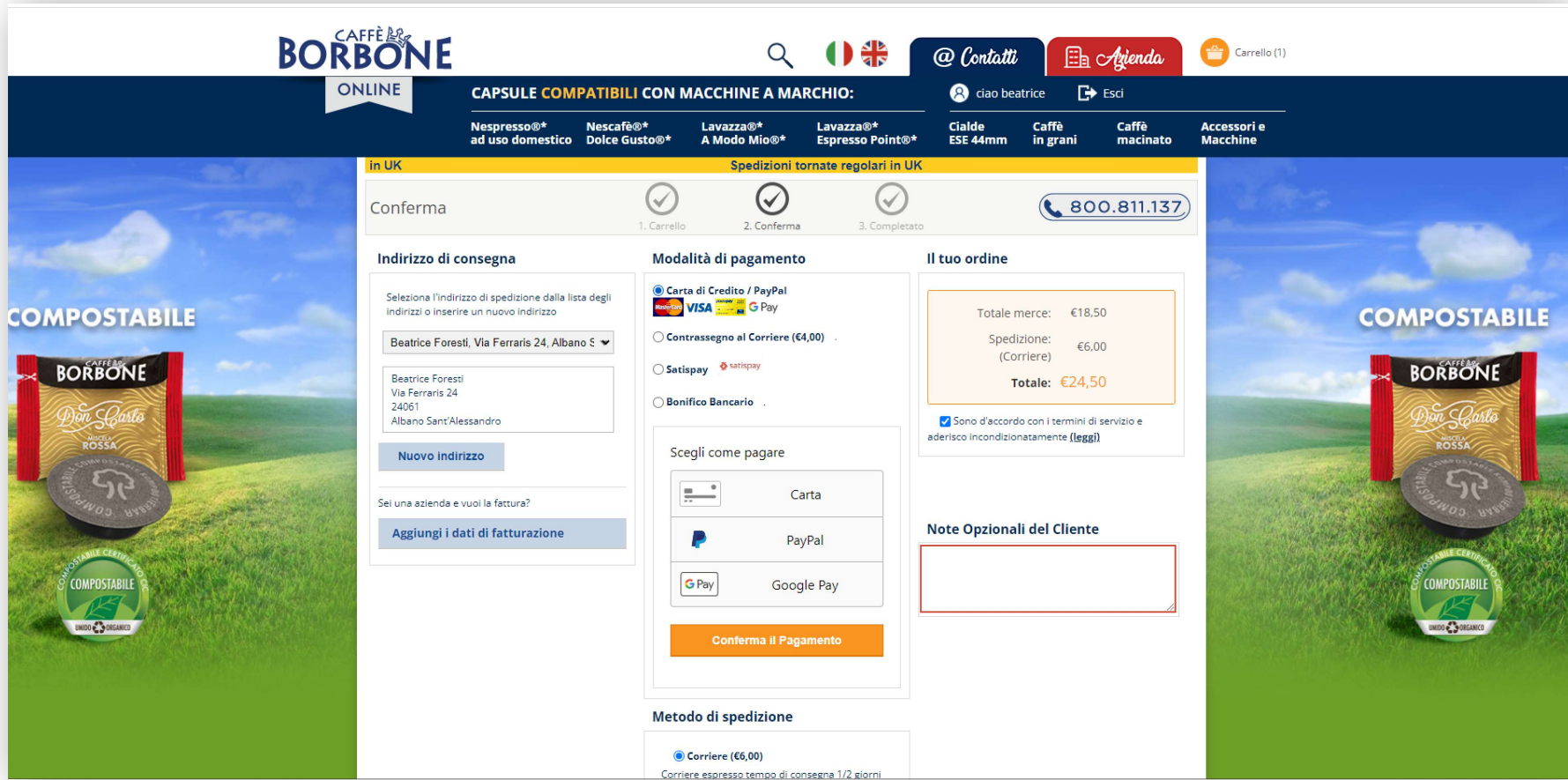
The way Lavazza and Illy present the information is very straightforward. The user can easily recognize the different pieces of information thanks to the visuals, that divide well the data. The graphics also help to make the page more interesting.



1.4

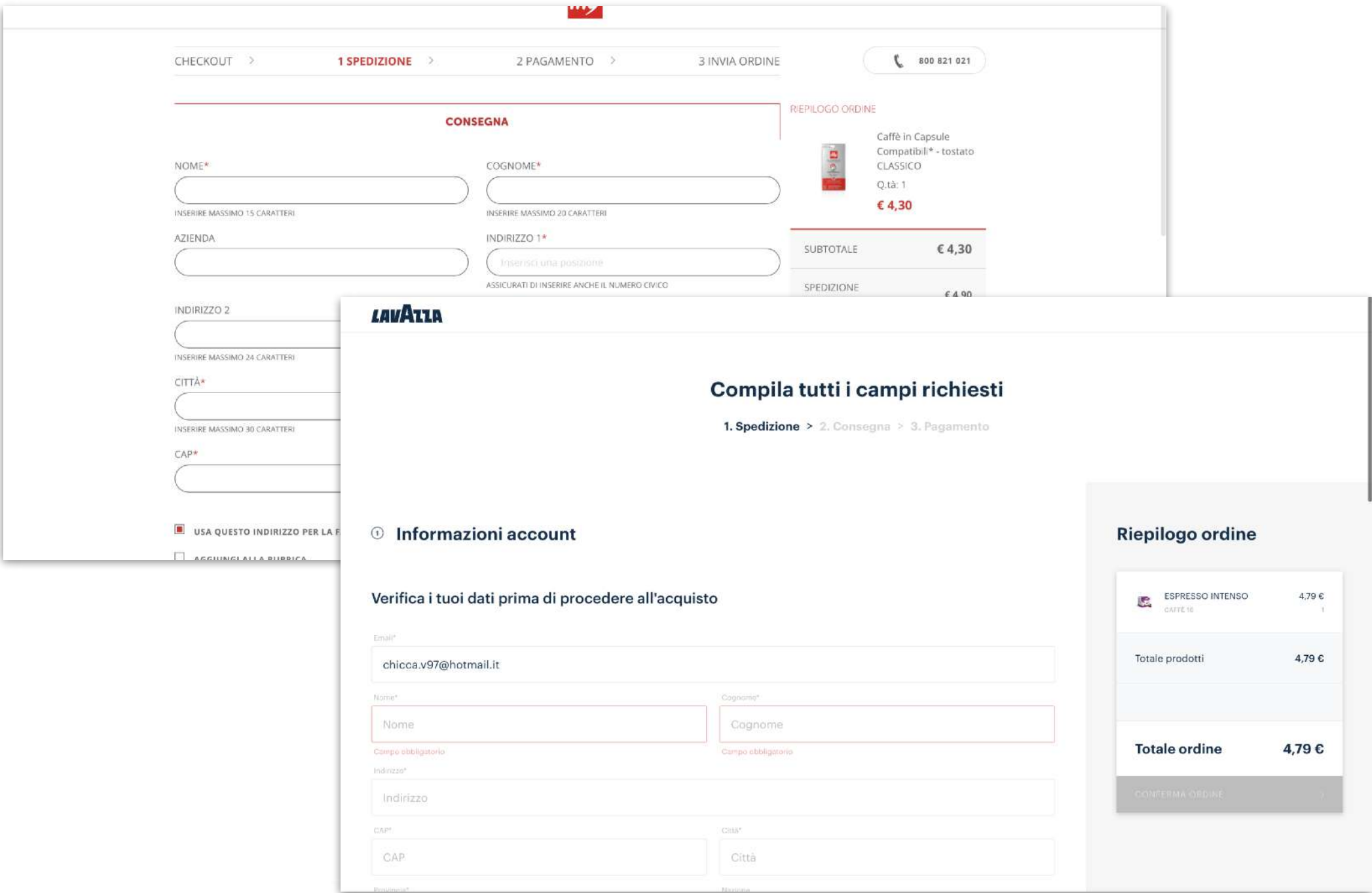
Buy compatible pods

ORDER CONFIRMARION



CAFFÈBORBONE.IT

The shipping process is not so clear. The labels of personal information related to the address are not visible. The payment method and the price are visualized on the same page so the user can revise the information without the need of scrolling. To order a product is first necessary to create an account.



LAVAZZA.IT and ILLY.IT

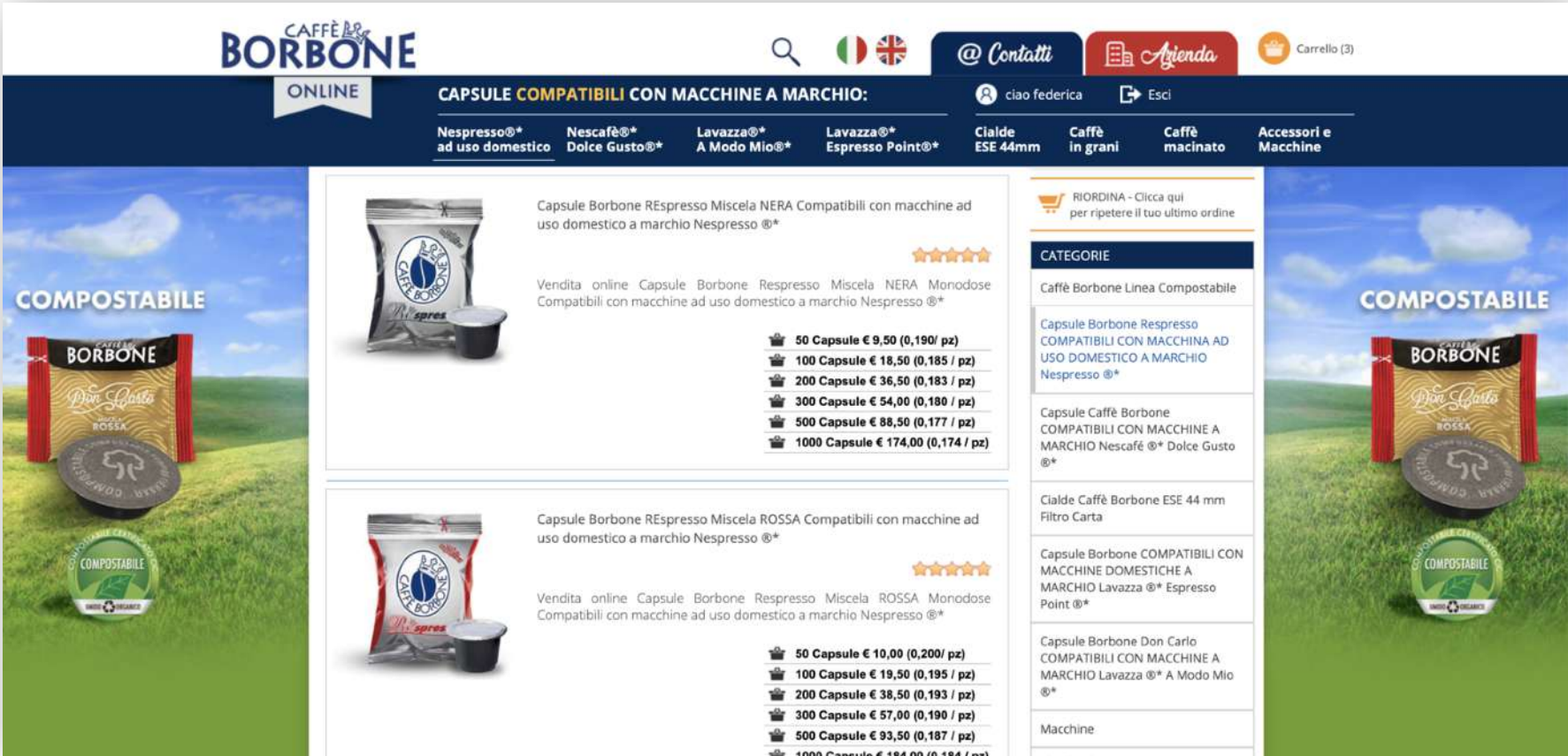
In this case, Lavazza and Illy have decided to organize the payment process in 3 clear different steps. The user first needs to complete the personal data and then introduce the payment method unlike Borbone where you can do it all in the same page. To order a product it is first necessary to create an account.



21

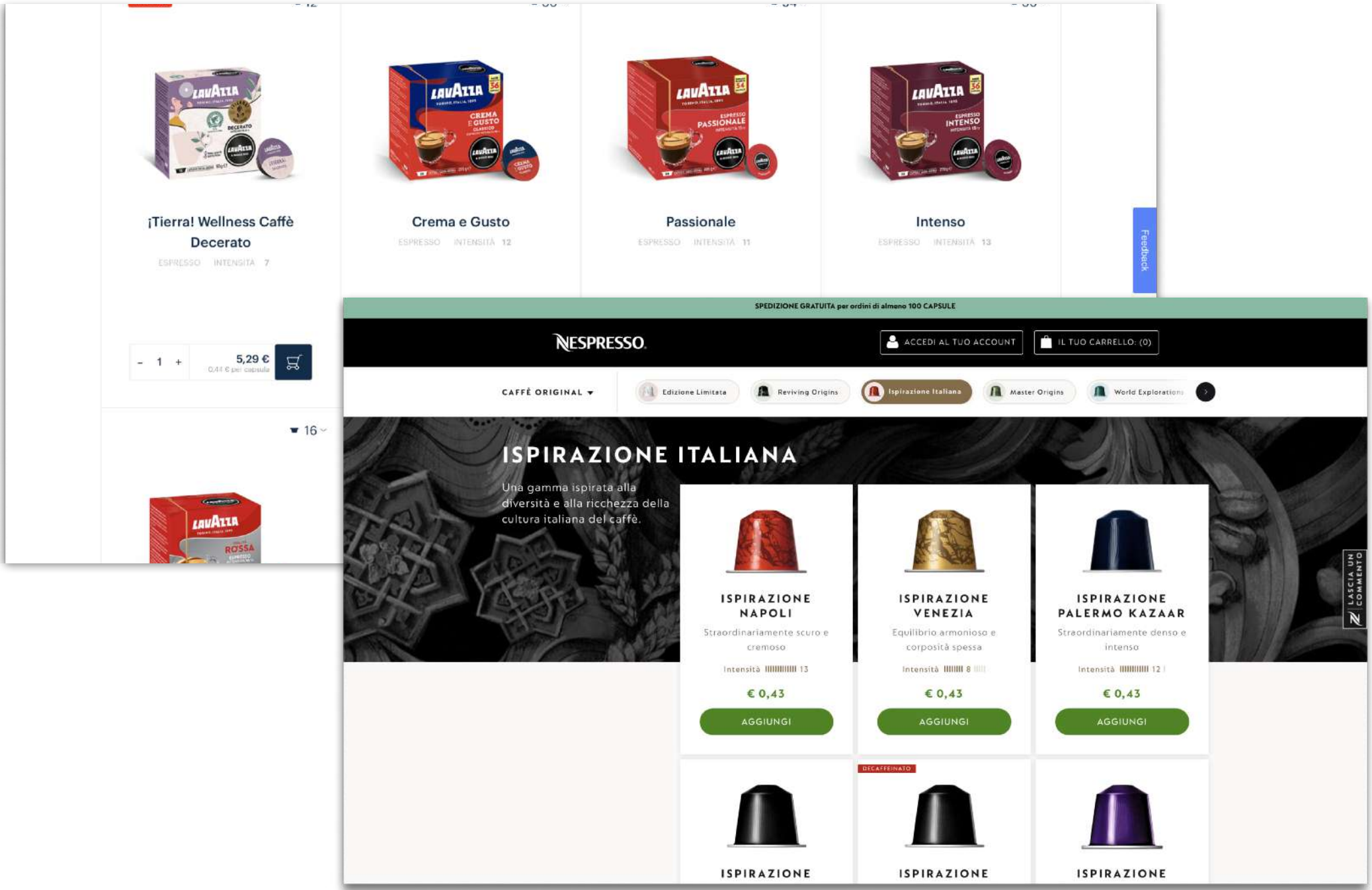
Compare products

LOOK FOR DIFFERENT FLAVOURS



CAFFÈBORBONE.IT

To discover and find information related to the characteristics and intensity grade of the different flavours of coffee the user needs to click on each of the products. It is a long process.



NESPRESSO.IT and LAVAZZA.IT

On Nespresso and Lavazza website you can easily find information about the flavours and intensity because they are displayed in the first page. In this case the user does not need to check product by product to obtain information.



2.2

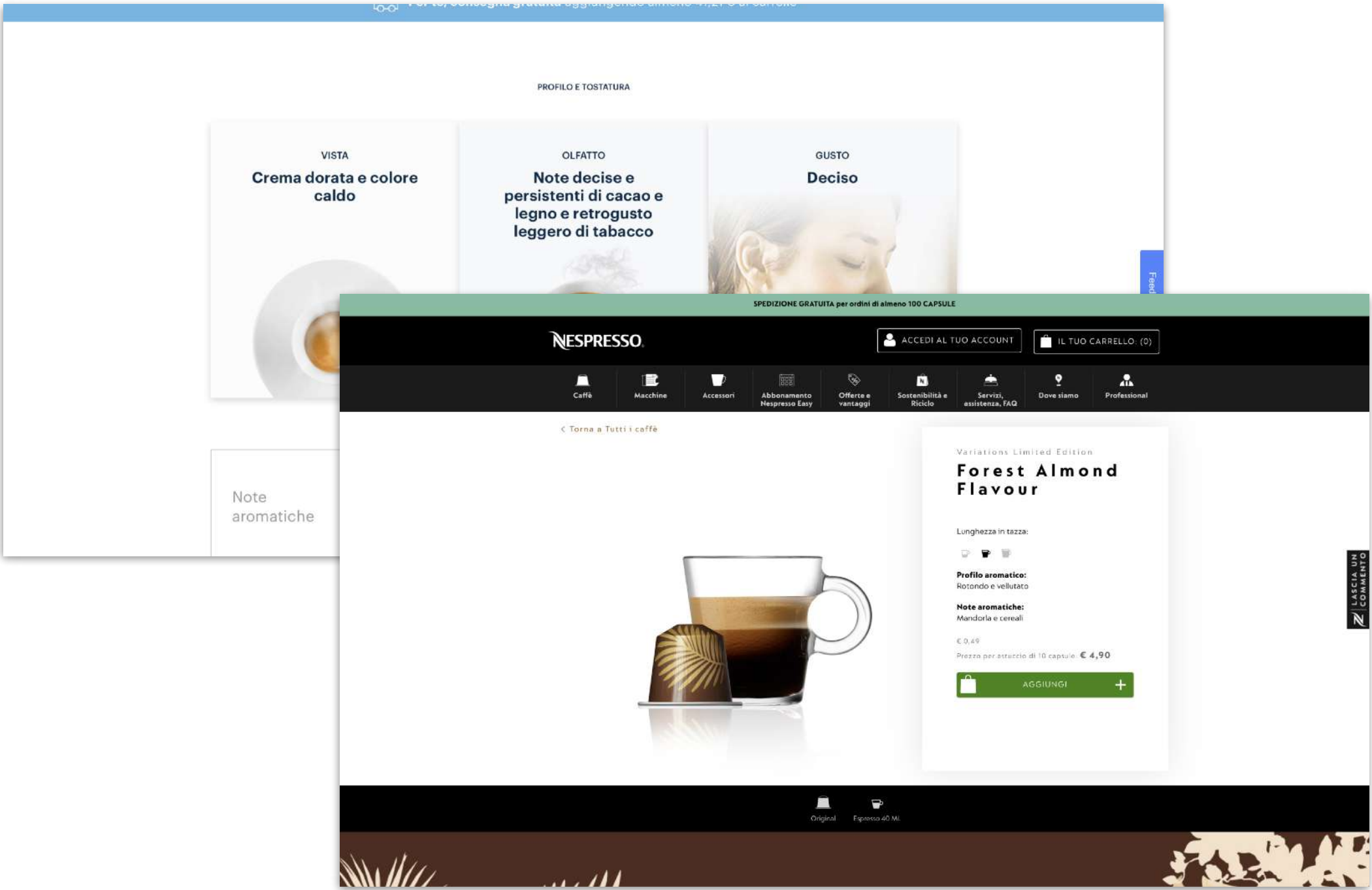
Compare products

COMPARE DIFFERENT FLAVOURS



CAFFÈBORBONE.IT

It's hard to compare the taste and flavour of coffee pods on Borbone website is a hard. The user needs to scan all the text to find the characteristics among all the text. The visuals don't help at all to within this process.



NESPRESSO.IT and LAVAZZA.IT

Nespresso and Lavazza show information related to the characteristics of their products in a very graphical way. It is an intuitive process and the user can check what he needs fast. The clean visuals articulate the information.



3.1

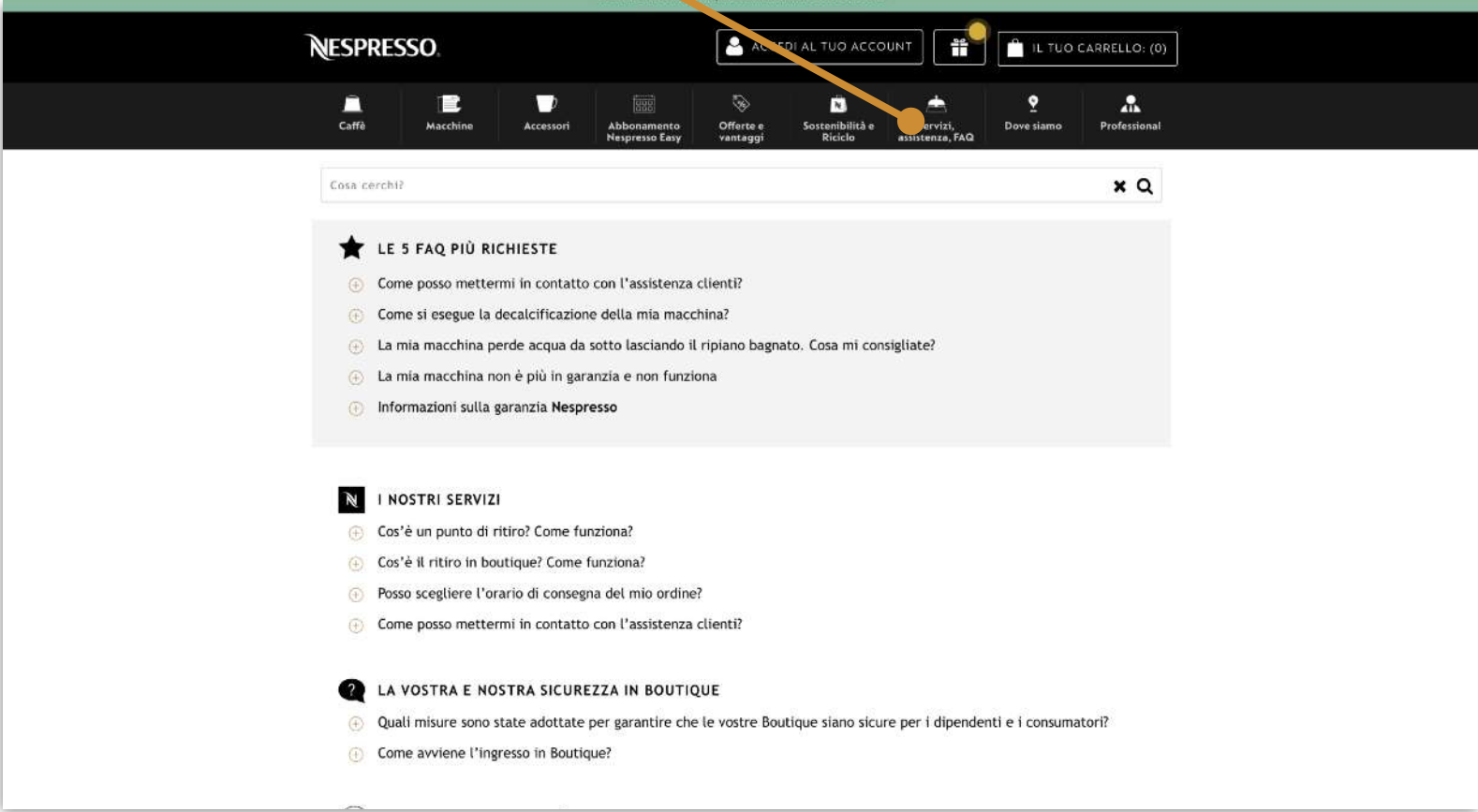
Get help from assistance

FAQ QUESTIONS



CAFFÈBORBONE.IT

The FAQ category is easy to miss within the website as it is inconspicuously placed in the footer. In addition, the questions don't follow a thematic order, therefore it's hard to assume the categories they belong to.



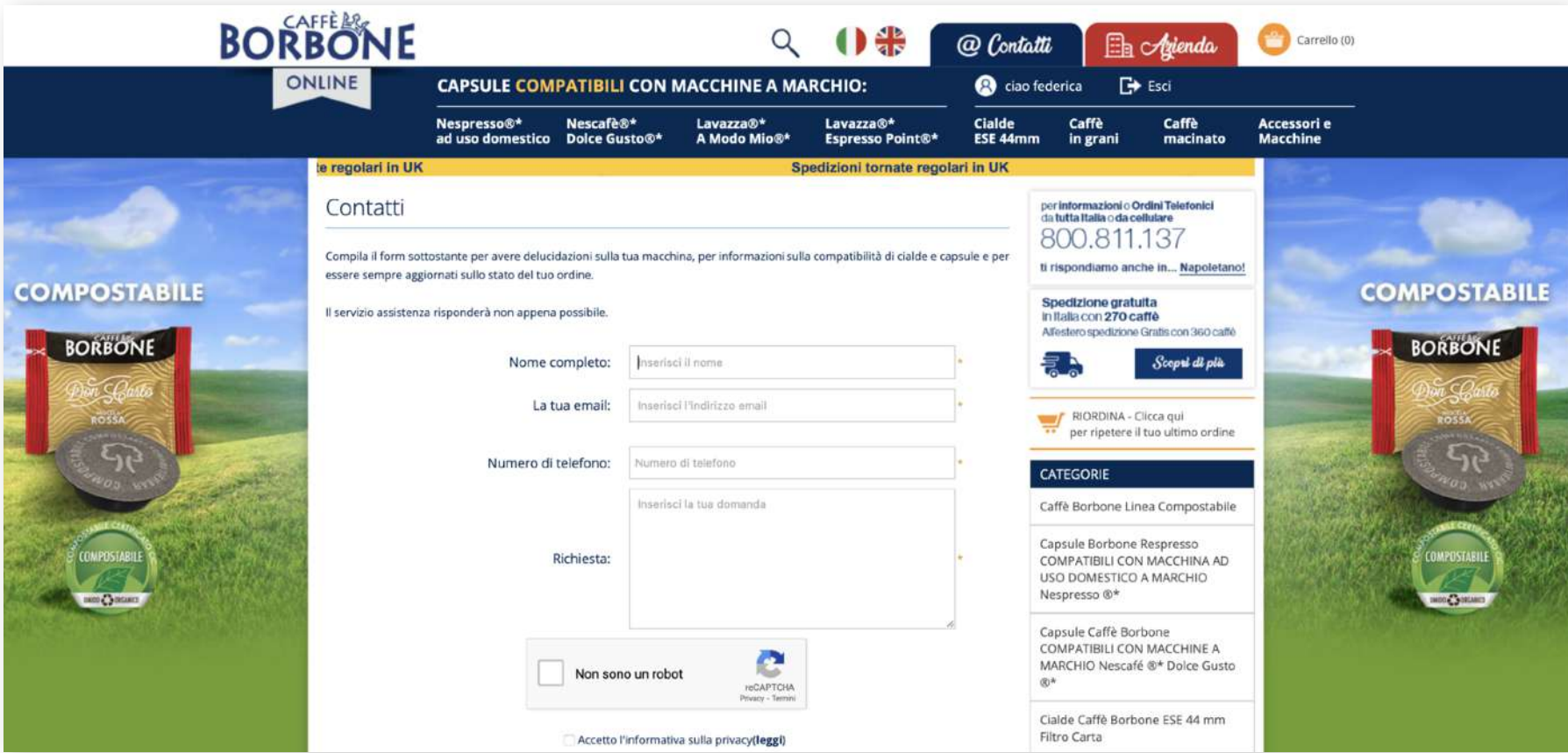
NESPRESSO.IT

Compared to Nespresso, the FAQ section is immediately highlighted in the drop-down menu and therefore easy to find. Moreover, Nespresso and Illy classified their FAQ by categories, which makes them much easier to use.



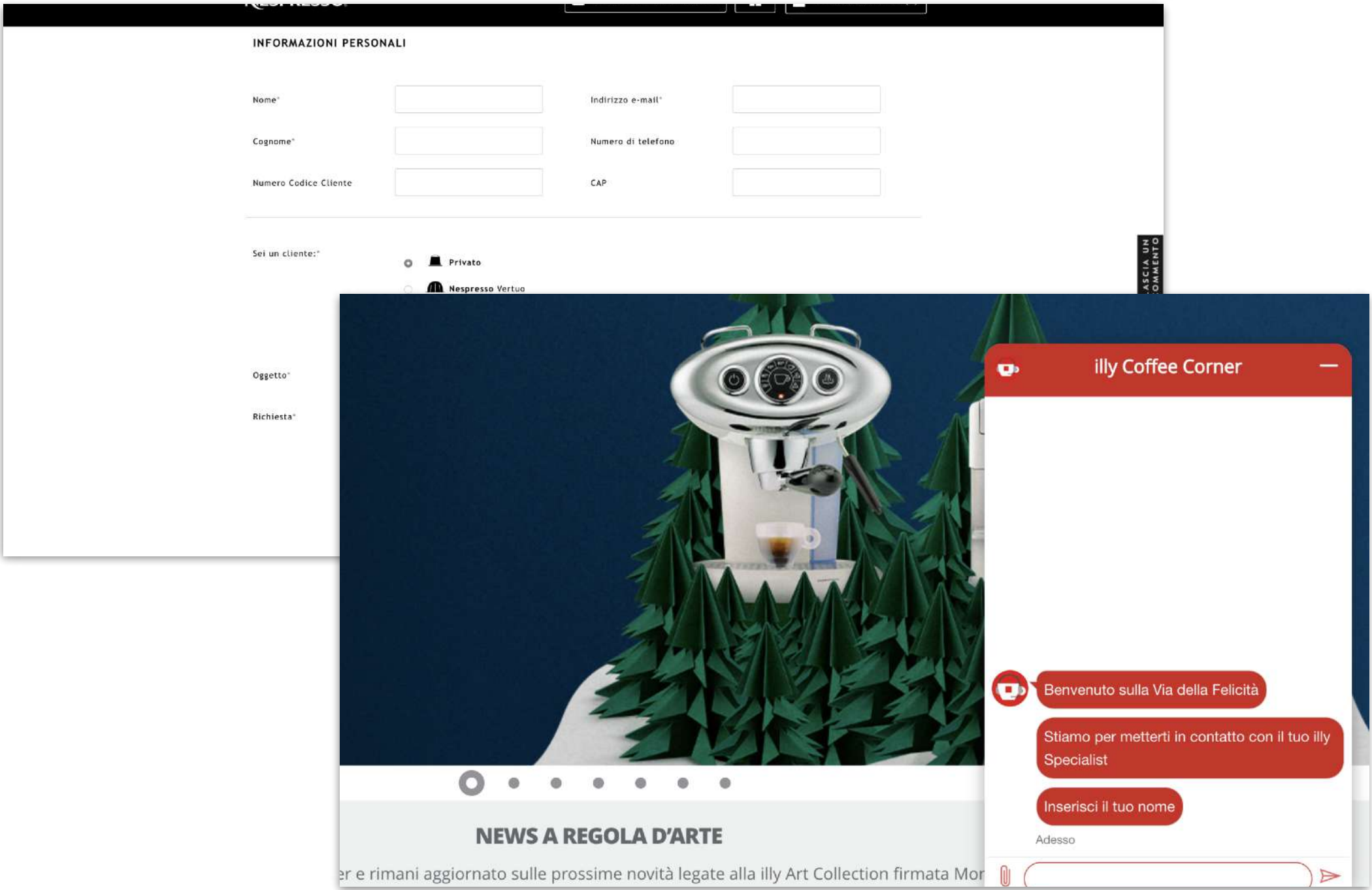
# Get help from assistance

FILLING THE FORM



## CAFFÈBORBONE.IT

When filling out the form, there is no instruction on how to specify a problem issue. Users are just asked to write about their problems in general. There is no way to address an expert of a problem issue directly.



## ILLY.IT and NESPRESSO.IT

Both Nespresso and Illy take much care about their user's questions: On Nespresso's Website, users can add specifications to make sure the problem is 100% understood (add photos, type of business...). Illy provides a smart answering option to solve problems in a very short time.



# Competitors overview

COMPETITORS WEBSITES ANALYSIS






# Parameters

THE WEBSITE POSSIBILITIES

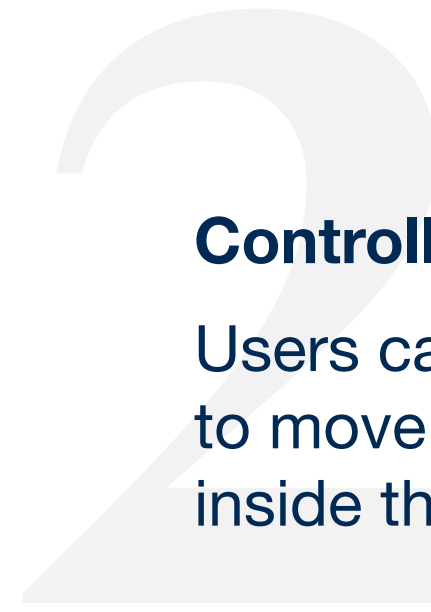


# Parameters



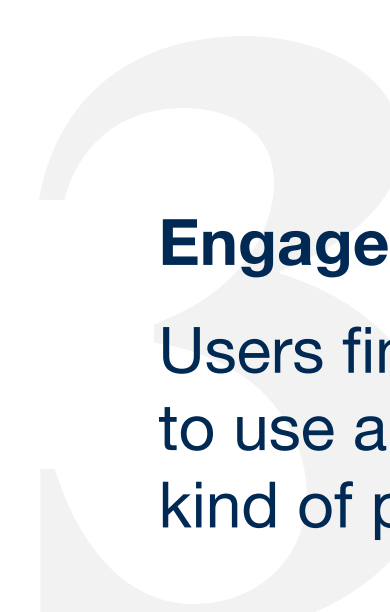
## Graphical clearness

Information is easy to find thanks to simple graphical elements that guide the users through their tasks.



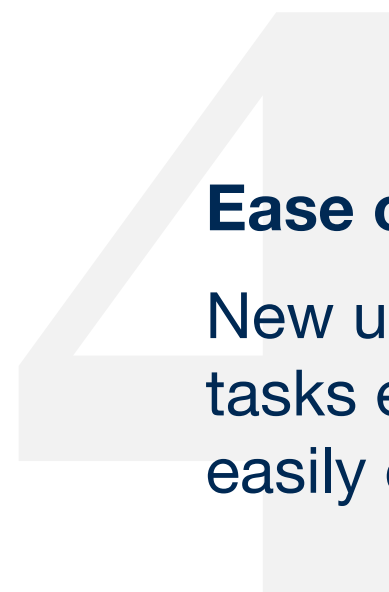
## Controllability

Users can always know how to move forward and backward inside the website.



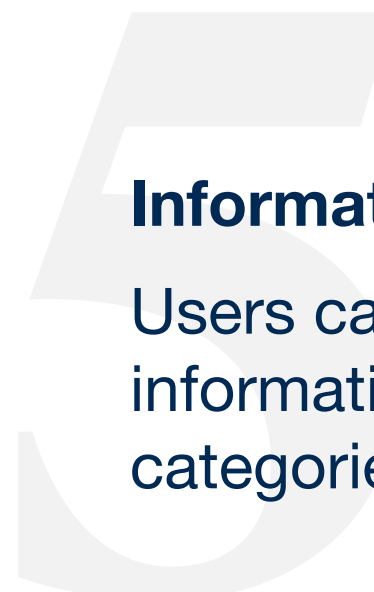
## Engagement

Users find the website pleasant to use and appropriate for the kind of product.



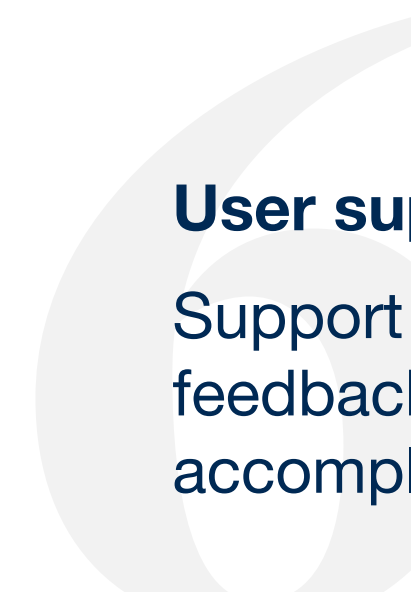
## Ease of Learning

New users can accomplish tasks easily and even more easily on future visits.



## Information accessibility

Users can easily access information thanks to clear categories in the menu.



## User support assistance

Support of users actions with feedbacks while accomplishing the tasks.



# Parameter analysis

Competitors

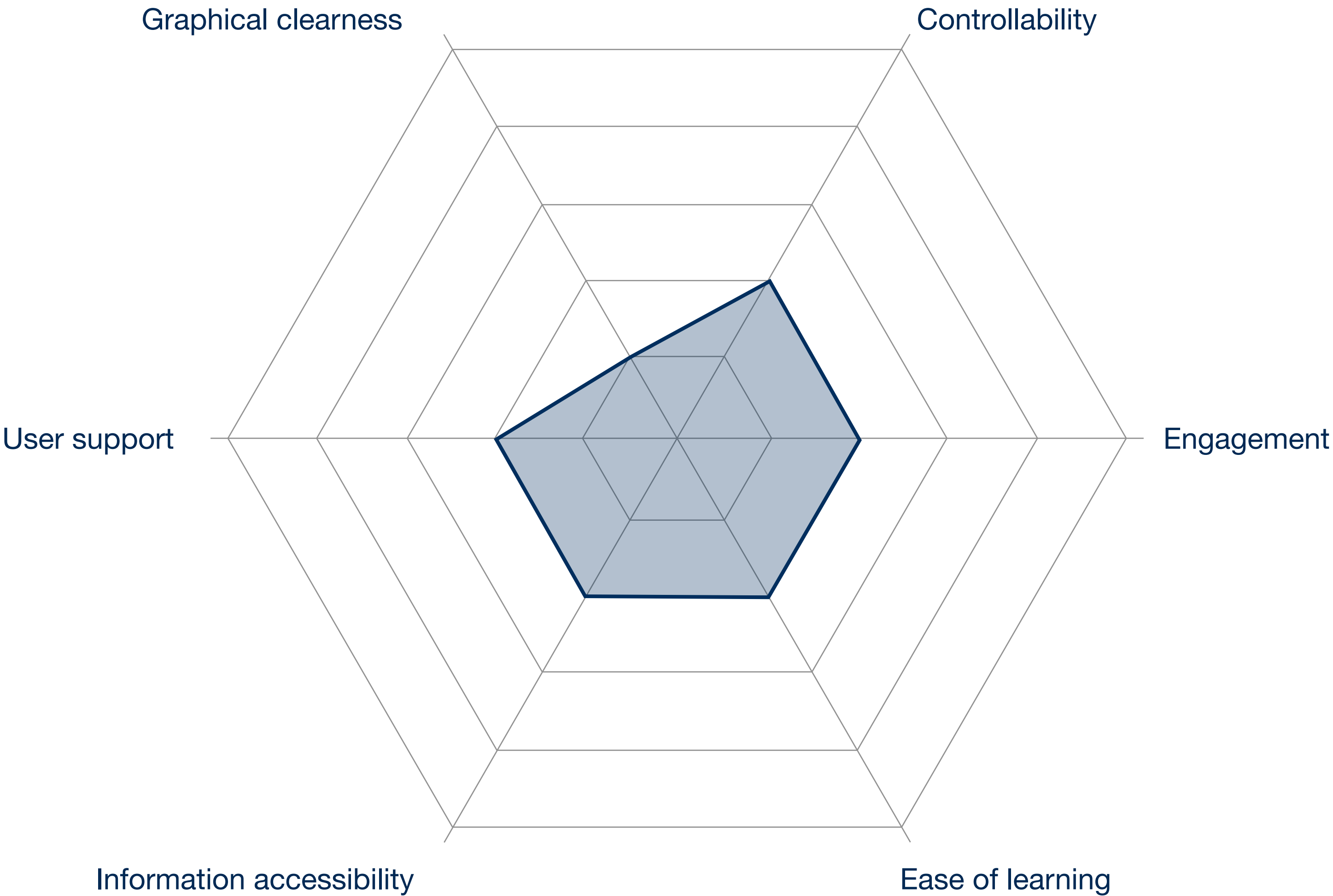
The lack of clear graphical and navigation elements make the orientation in the web site harder. Moreover the poor order in the arrangement of information makes it difficult to repeat even simple tasks.

Caffè Borbone

Lavazza

Nespresso

Illy coffee





# Parameter analysis

Competitors

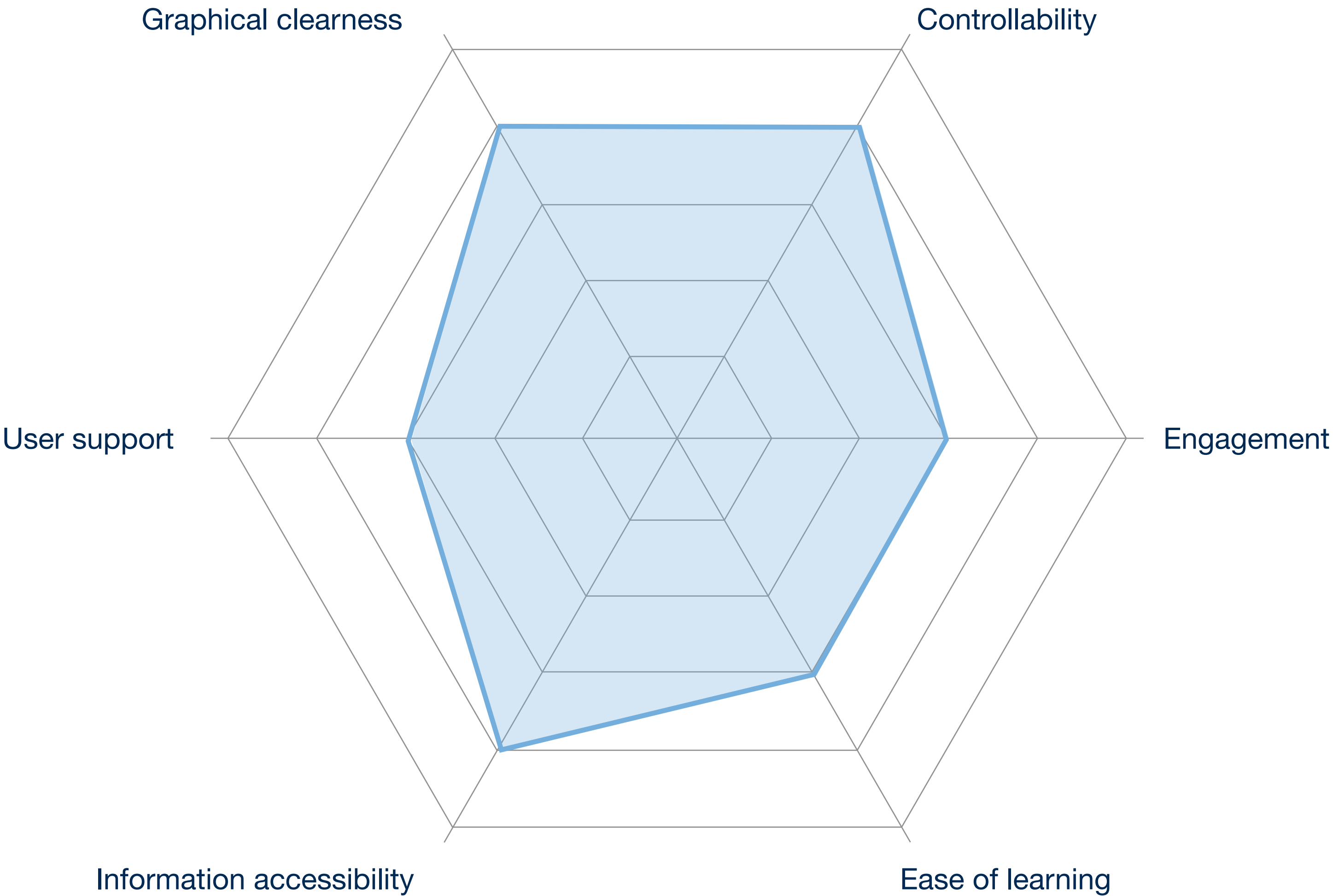
Clear graphical elements and smart user support allow the user to access information and accomplish tasks easily.

Caffè Borbone

Nespresso

Lavazza

Illy coffee





# Parameter analysis

Competitors

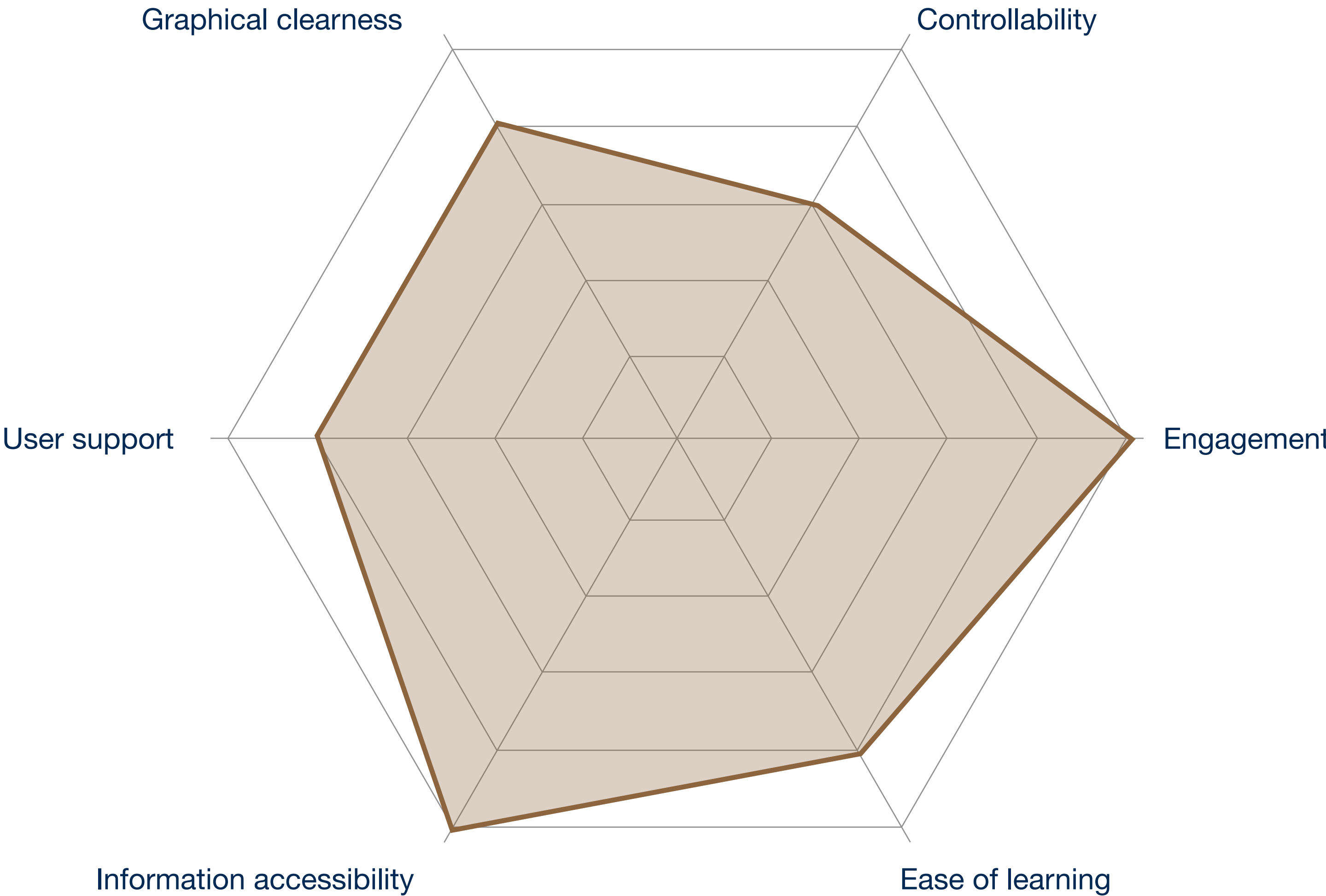
The well organized menu allows the user to have easy access to information and good navigability making the general experience very pleasant.

Caffè Borbone

Lavazza

Nespresso

Illy coffee





# Parameter analysis

Competitors

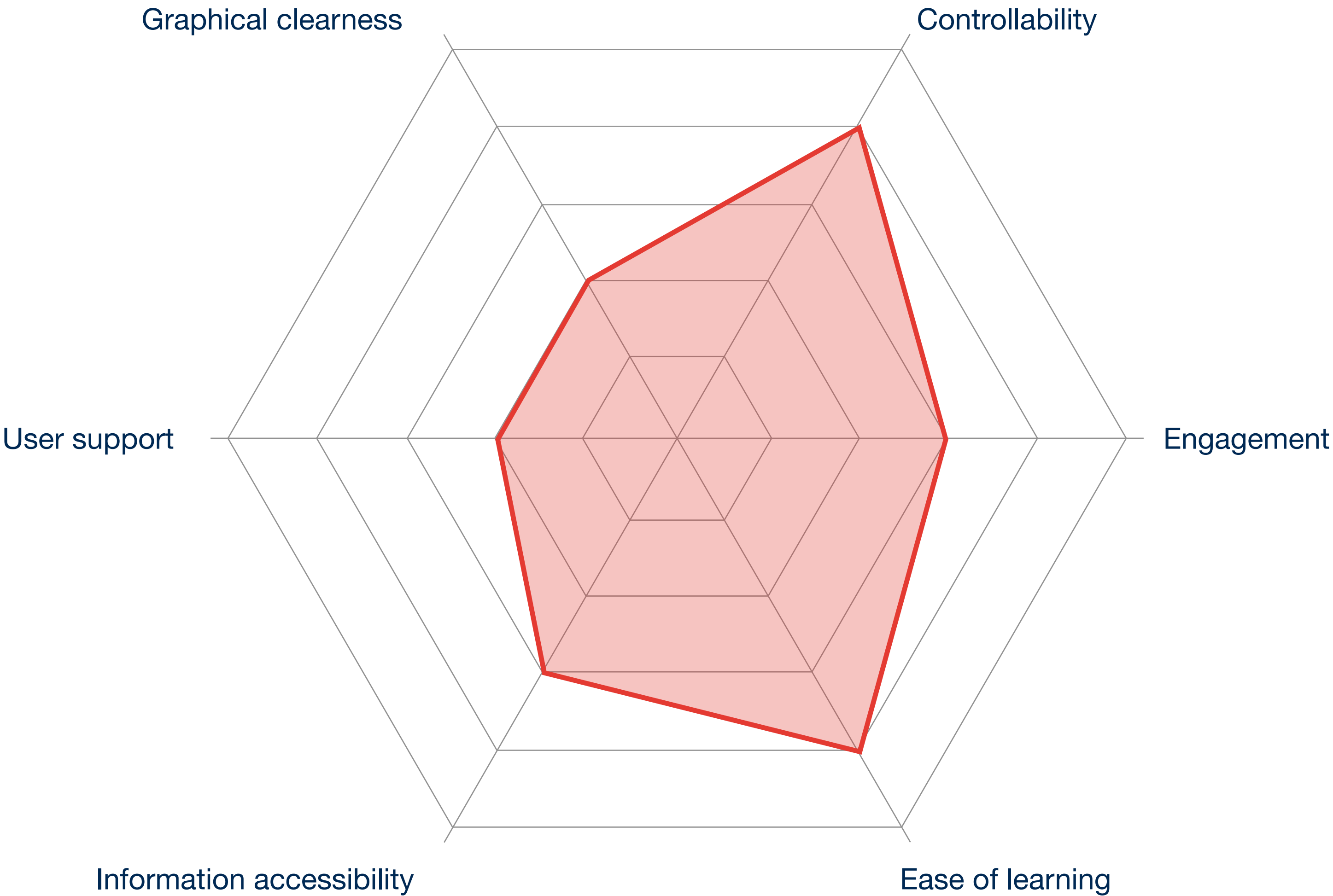
The lack of graphic elements makes the process of finding information harder, despite this the navigability of the website is still very clear and the user can always move forward and backward inside the page. Moreover the filters help to access information.

Caffè Borbone

Lavazza

Nespresso

Illy coffee

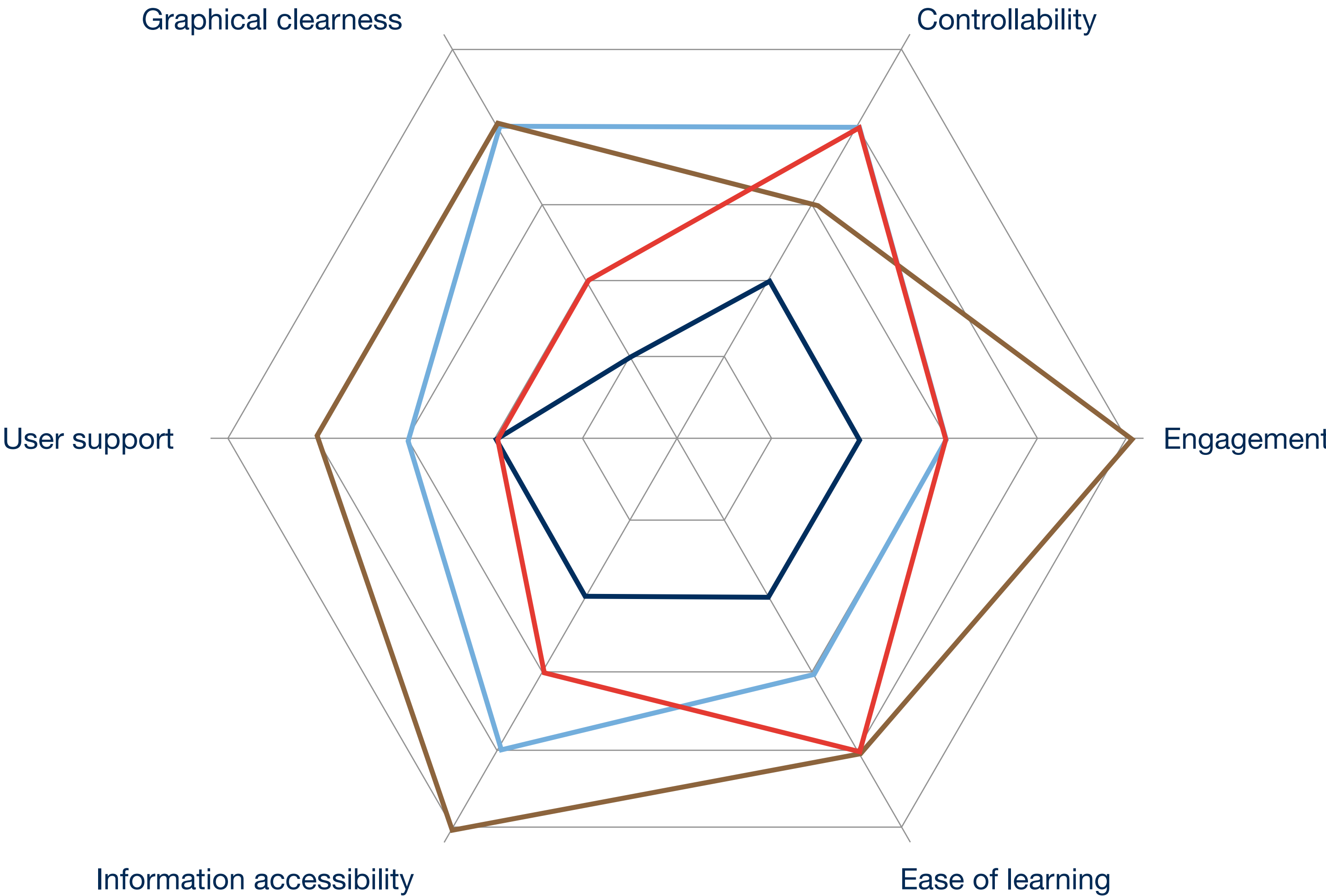




# Parameter analysis

Competitors

An intelligent arrangement and repetition of simple graphic elements help the user to orient himself within the site, speeding up the completion of the simplest tasks, improving the general engagement of the experience





BRAND

COMPETITORS

PERSONAS

SITE ANALYSIS

PARAMETERS

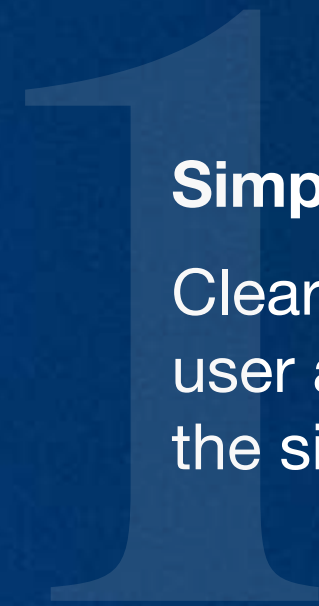
REDESIGN

# Redesign

HOW WE CHANGED THE USER EXPERIENCE

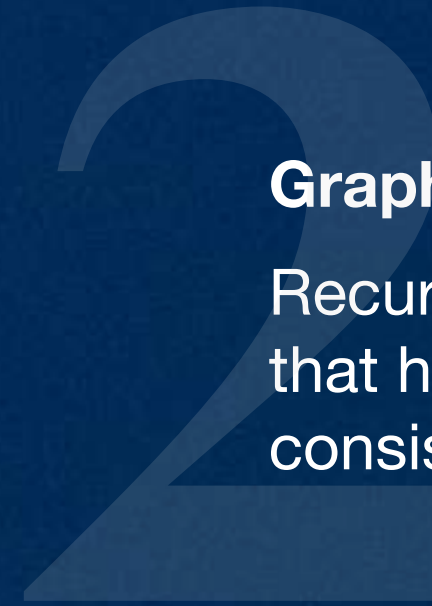


# Redesign goals

A large, light blue number '1' serves as a background for the first goal.

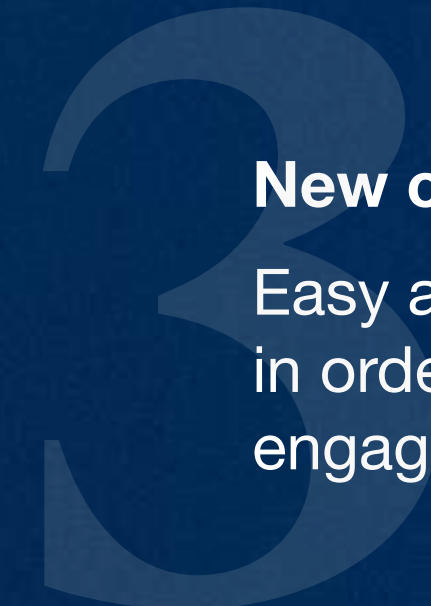
## **Simplified structure**

Clear navigation that allows the user an easy orientation within the site

A large, light blue number '2' serves as a background for the second goal.

## **Graphic accessibility**

Recurring graphic elements that help to ensure consistency and readability

A large, light blue number '3' serves as a background for the third goal.

## **New content organization**

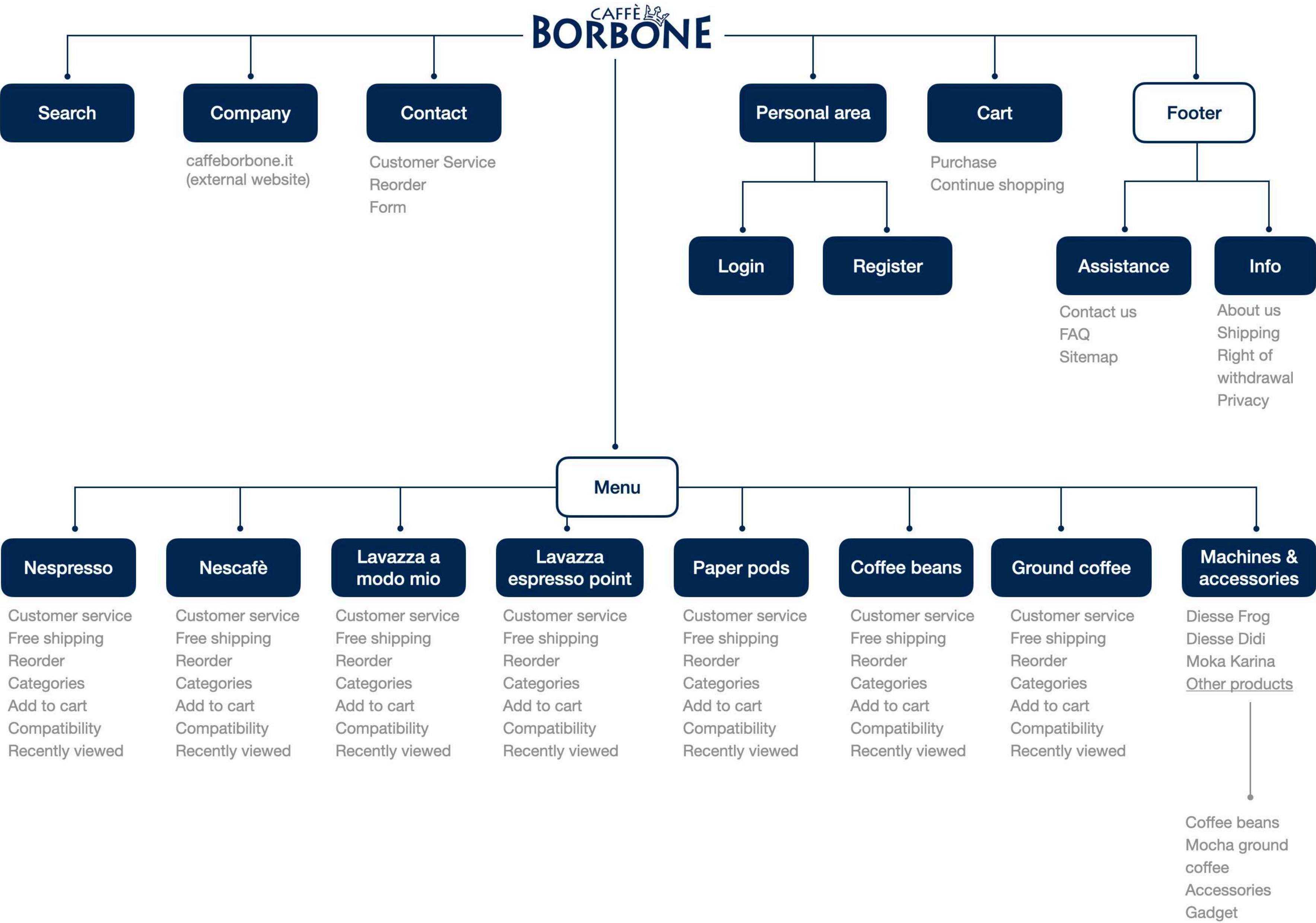
Easy access to information in order to ensure a general engaging experience



1

Architecture

ORIGINAL WEBSITE

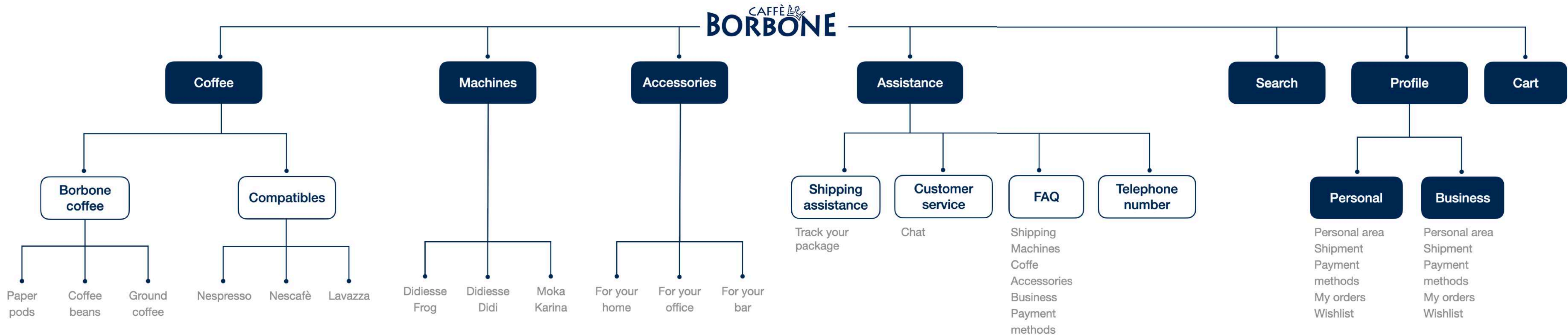




1

Architecture

NEW WEBSITE





# Graphical elements

## AESTHETIC CHANGES FOR MORE ACCESSIBLE WEBPAGES

Caffè Borbone’s website has some consistency problems: lack of **hierarchy** between elements, aesthetic and brand **coherence** and most of all lack of **graphic elements** that could help the user searching for information in a quick way.

### Color Palette

In addition to the original blue color of the brand, a secondary color is needed. It can highlight the hierarchy of contents and make the pages aesthetically more dynamic.

Blue  
Main color

#002954

Gold  
Secondary color

#9B6B27

Other nuances of the primary palette



# Graphical elements

## AESTHETIC CHANGES FOR MORE ACCESSIBLE WEBPAGES

Caffè Borbone’s website has some consistency problems: lack of **hierarchy** between elements, aesthetic and brand **coherence** and most of all lack of **graphic elements** that could help the user searching for information in a quick way.

### Typographic guidelines

A single, simple and readable typeface guarantees clean graphics. The specification of different characters allows to hierarchies the contents and help the eye of the user in the search for essential information.

**Inter Typeface:** OpenType font by Rasmus Andersson

Headline 1

Headline 2

Headline 3

Subtitle 1

Subtitle 2

Body 1

Caption

LINK

BUTTON

MENU ITEMS



# Graphical elements

AESTHETIC CHANGES FOR MORE ACCESSIBLE WEBPAGES

Caffè Borbone’s website has some consistency problem: lack of **hierarchy** between elements, aesthetic and brand **coherence** and most of all lack of **graphic elements** that could help the user searching for information in a quick way.

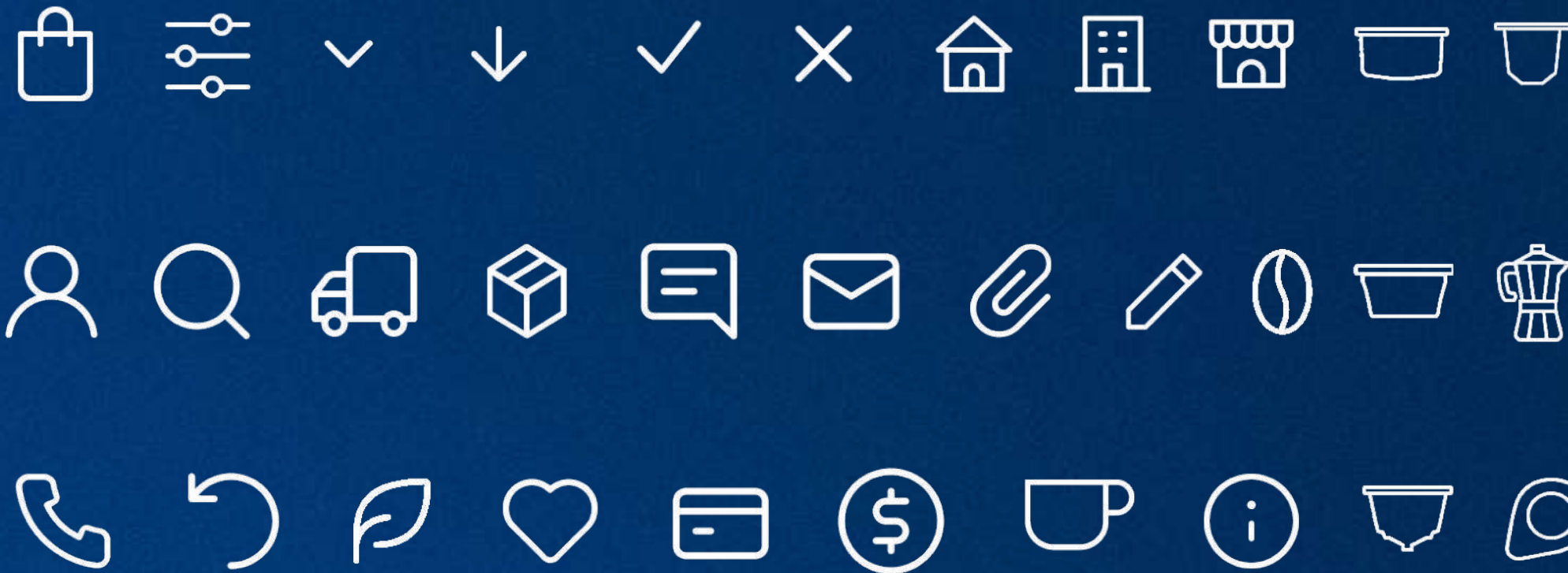
## Consistency Appearance

Icons, graphical elements, schemes and aesthetic guidelines help the consistent appearance of the website.  
The consistent implementation of details and consistent icons with the brand gives a pleasant shape to the site.

### Buttons

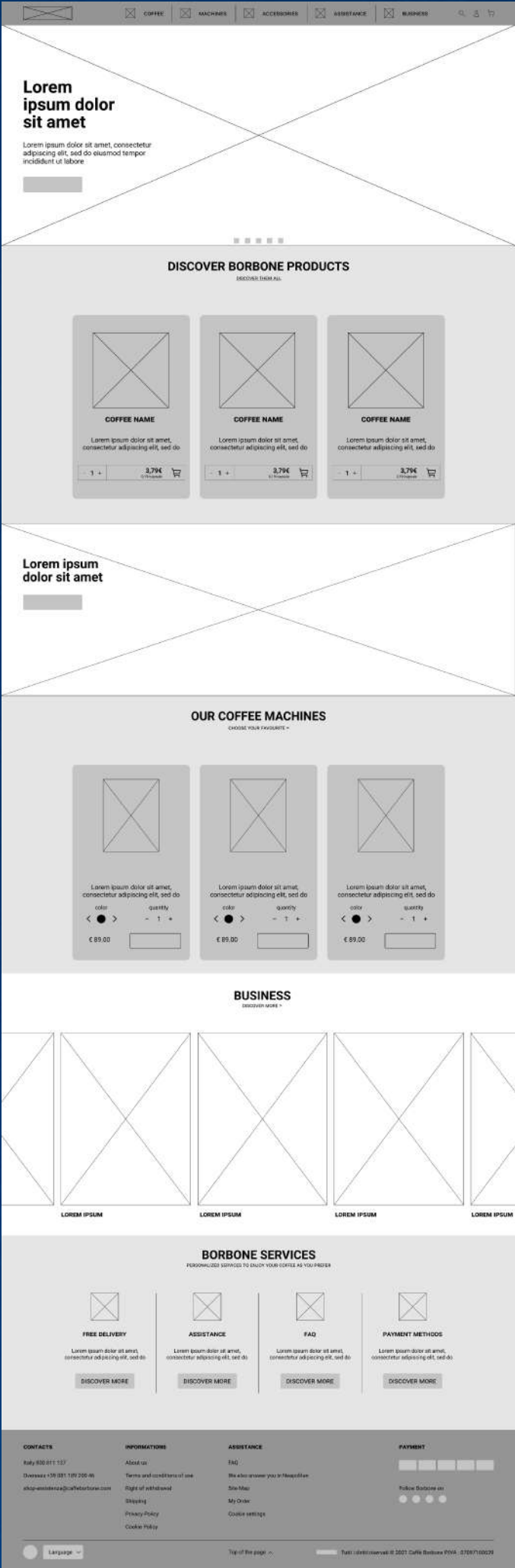


### Icons

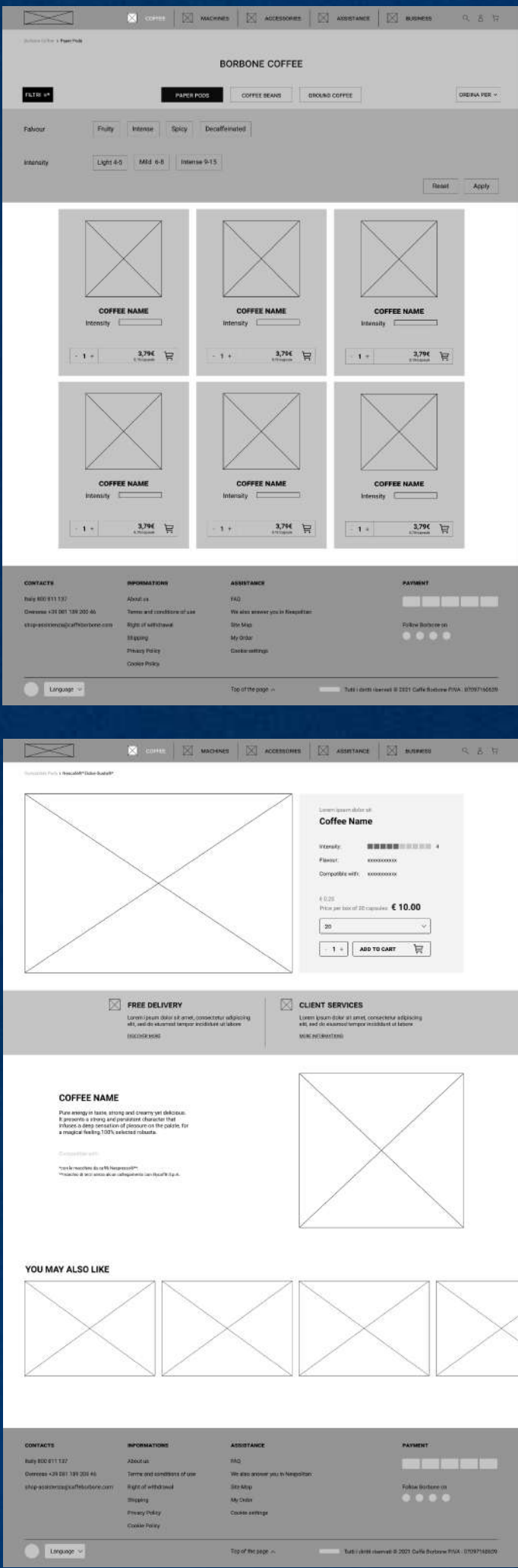




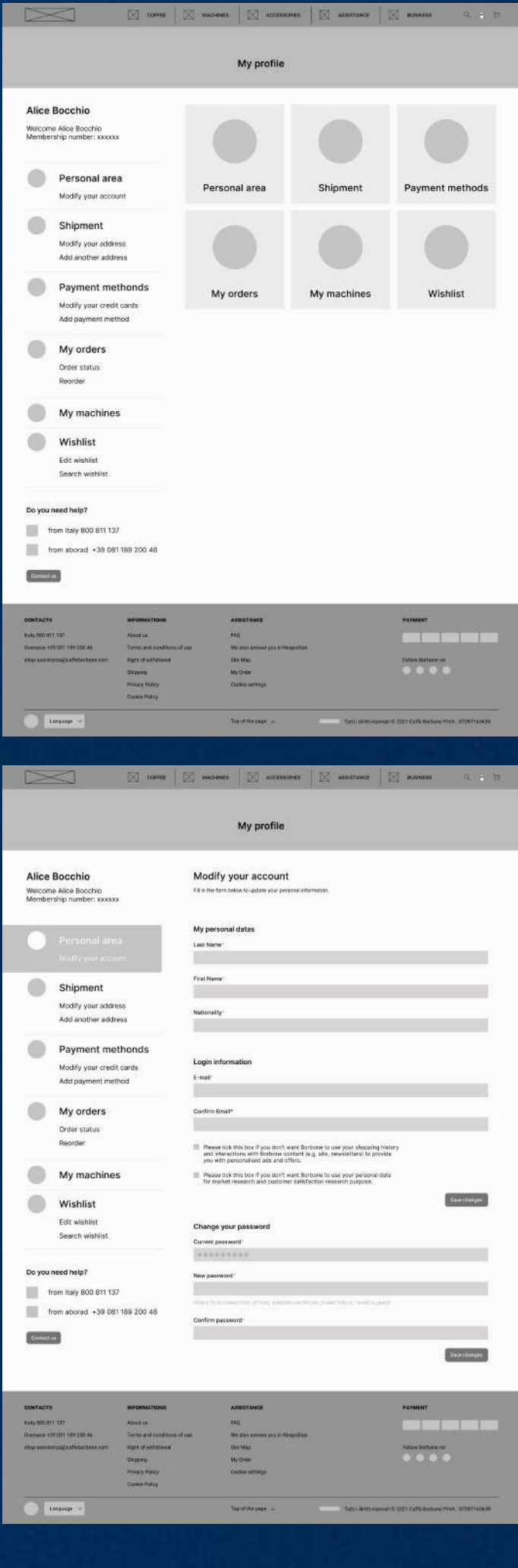
HOMEPAGE



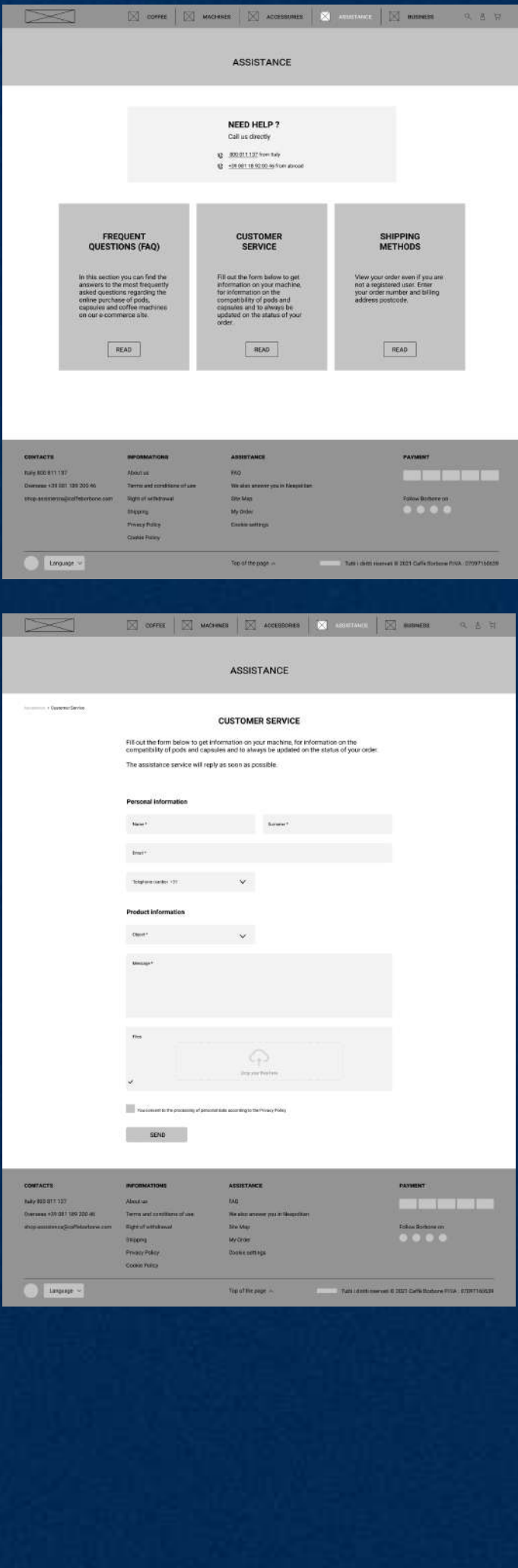
PRODUCT PAGE



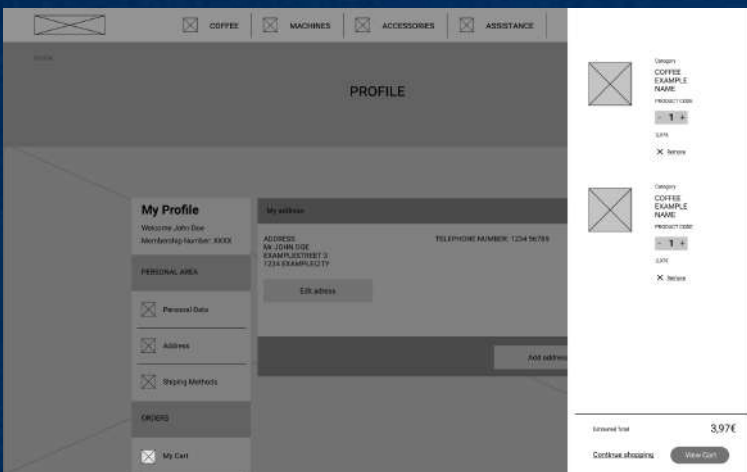
PROFILE



ASSISTANCE



CART





# What to improve?

## SPECIFIC WEBPAGES REDESIGN



### Home page

Create different sections for the products, the assistance and the business part and order them.



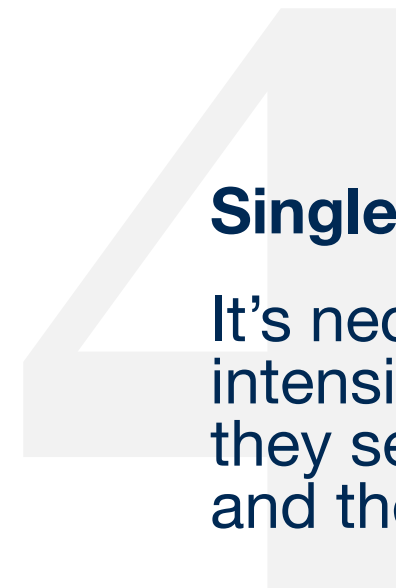
### Menu

Make the navigation easier and more intuitive for the user, in order to find the product in the website.



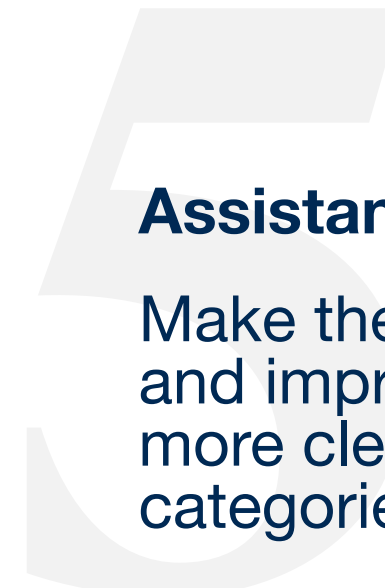
### Comparison section

Show more information and details about the products, add labels and filter to make the comparison easier.



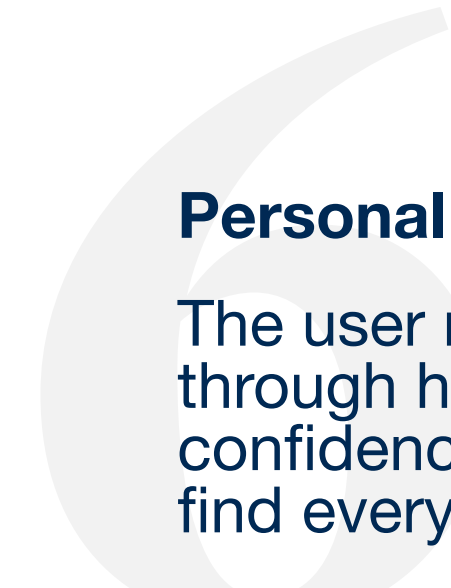
### Single product page

It's necessary to make the user understand intensity, taste and flavour of the coffee they select. The price must appear clearly and the quantity must be explicit.



### Assistance

Make the assistance easier to find and improve the form to make it more clear. Divide the FAQ into categories.



### Personal area

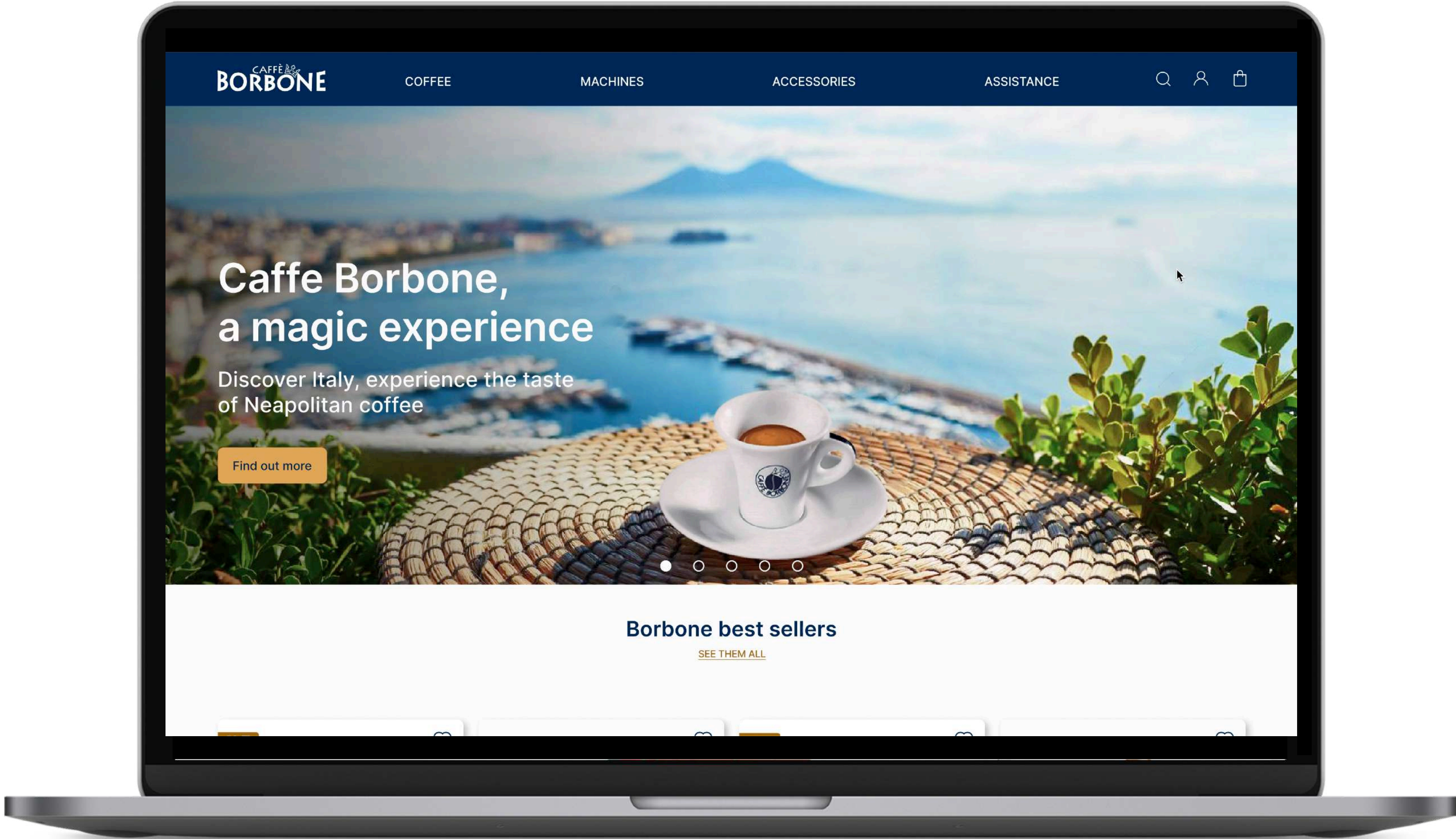
The user needs to navigate through his personal area with confidence, so that he can easily find everything he/she needs.



1

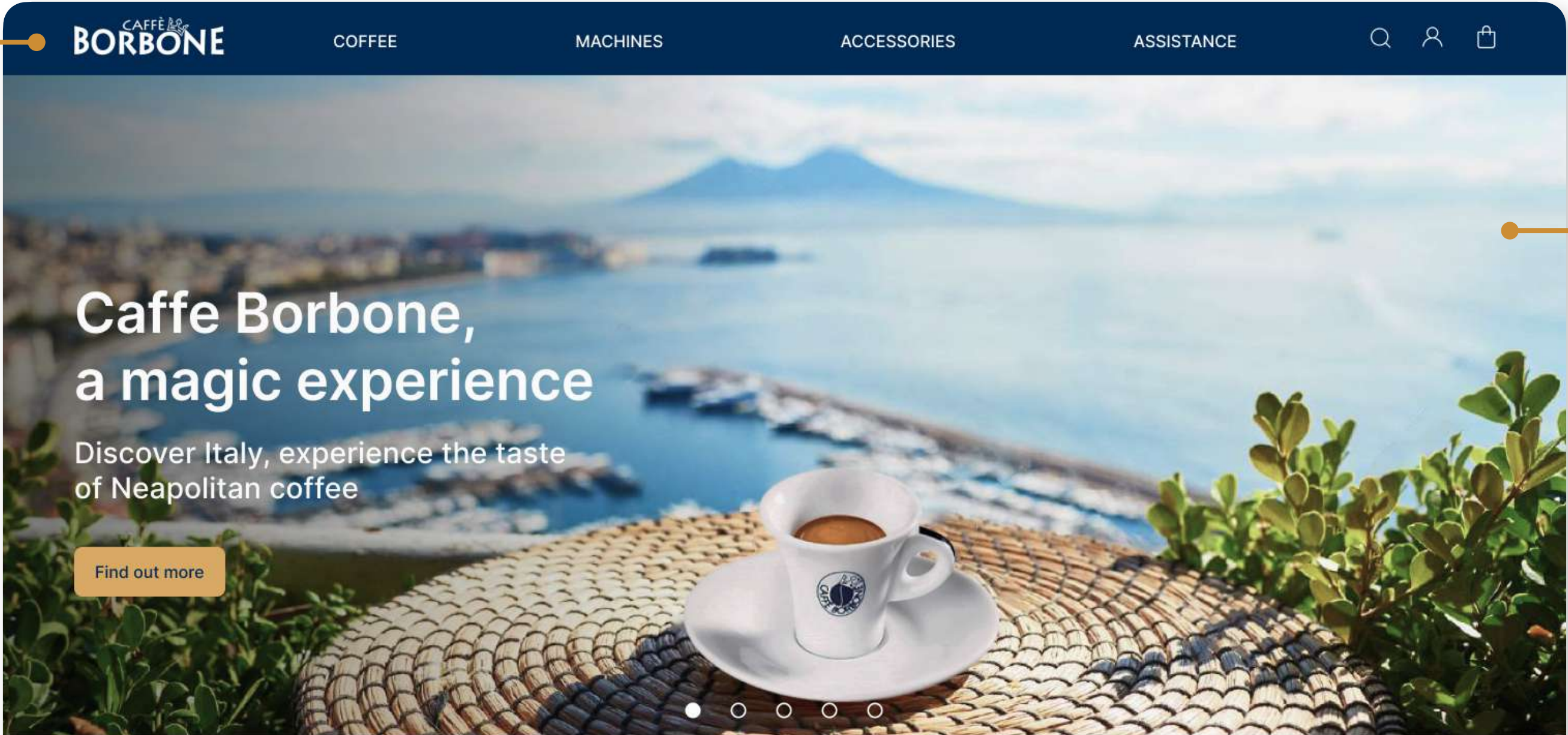
Home page

Create different sections for the products, the assistance and the business part and order them.



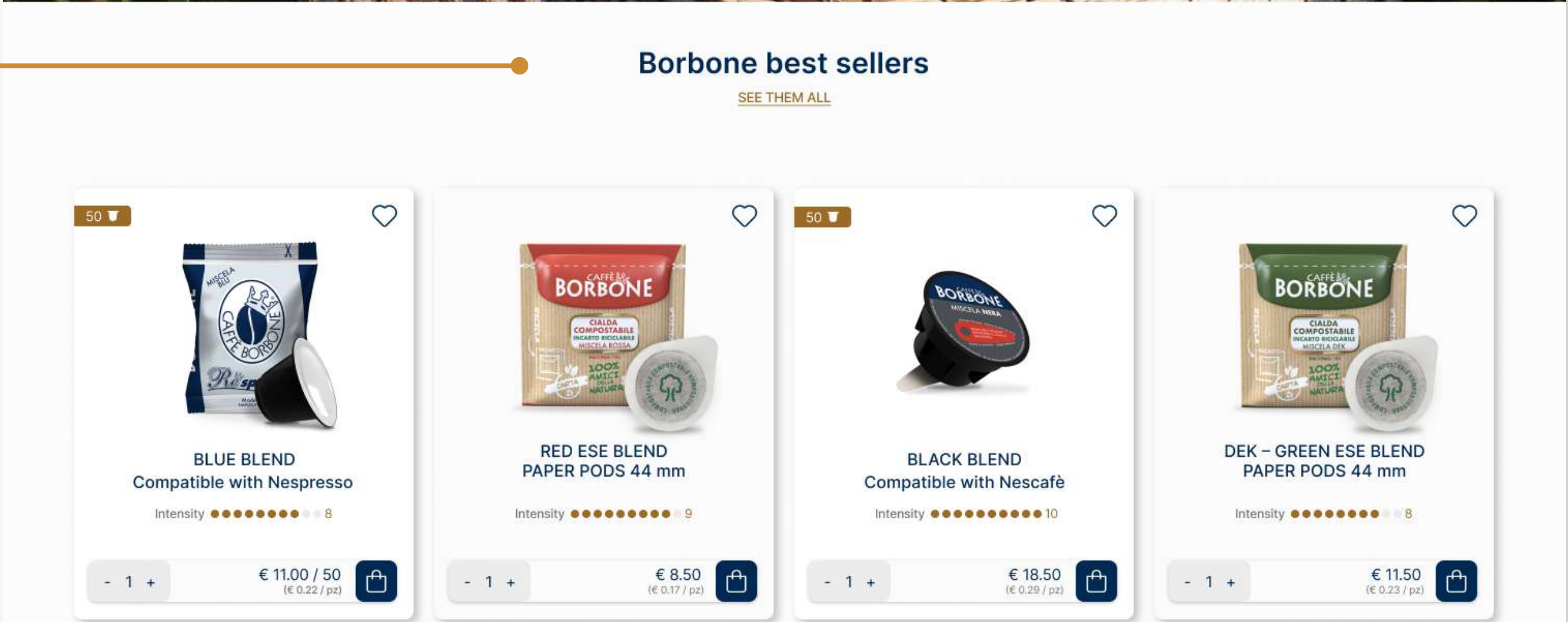


Simplified header with few sections and visible logo



Images and banners to immerse the user in the Caffè Borbone world

Best seller products






Product overview to  
arouse curiosity

Our coffee machines

SEE THEM ALL


FREE SHIPPING




DIDIESSE DiDi BLUE

- 1 +

€ 109.00




FREE SHIPPING




DIDIESSE FROG VAPOR WHITE

- 1 +

€ 149.00




FREE SHIPPING



MOKA KARINA YELLOW


- 1 +

€ 50.00




Business Solutions


LOGIN AS BUSINESS ACCOUNT




CHOICE  
TASTE




ASSISTANCE FOR  
ALL YOUR NEEDS



BIG PURCHASES  
FOR YOUR OFFICE



CAFFÈ BORBONE  
HELPS YOUR ACTIVITY



WE MEET YOUR  
SHIPPING NEEDS

A section dedicated  
to the business  
account to tell the  
benefits

CAFFÈ BORBONE ONLINE

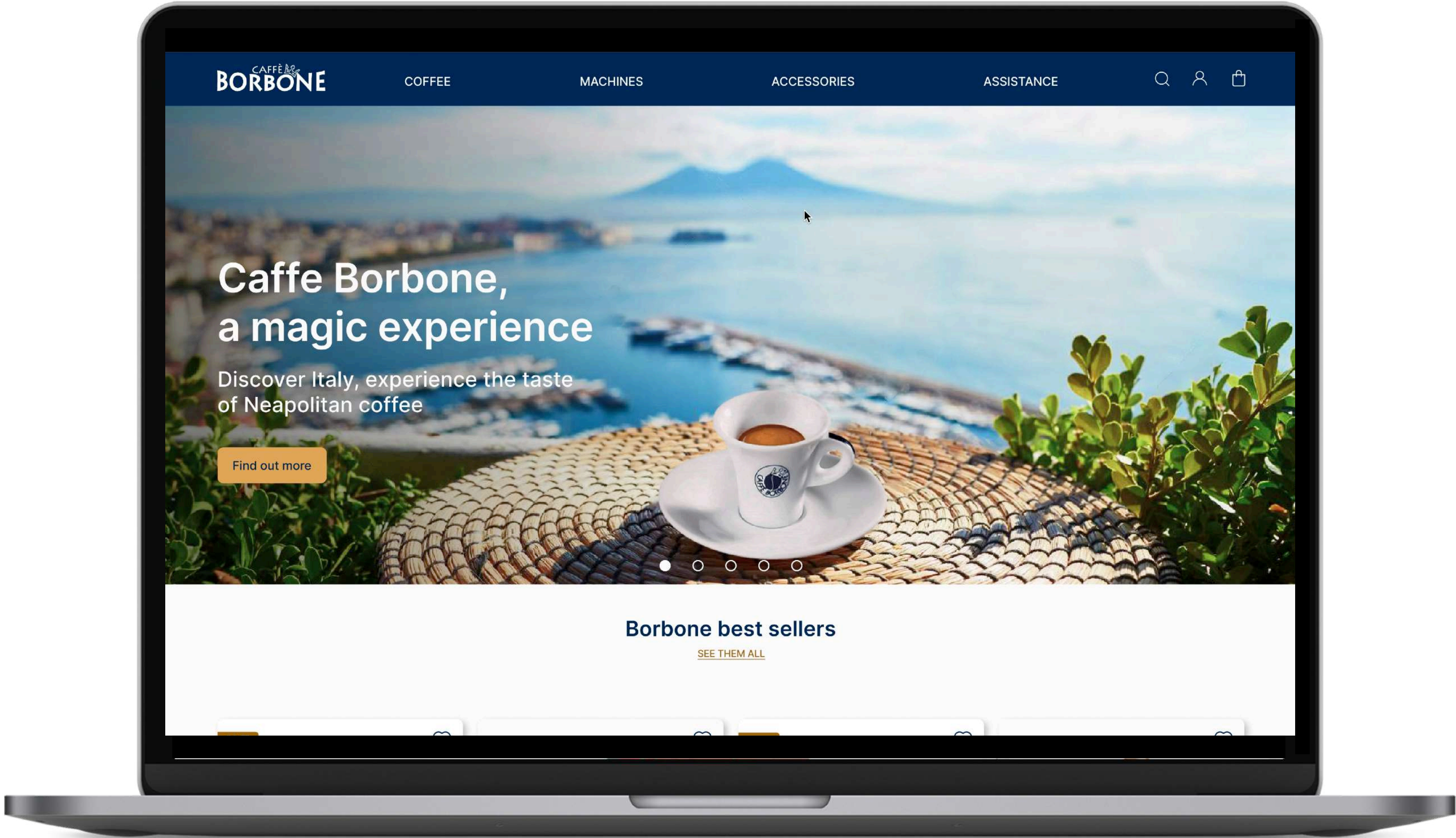
GROUP 14



2

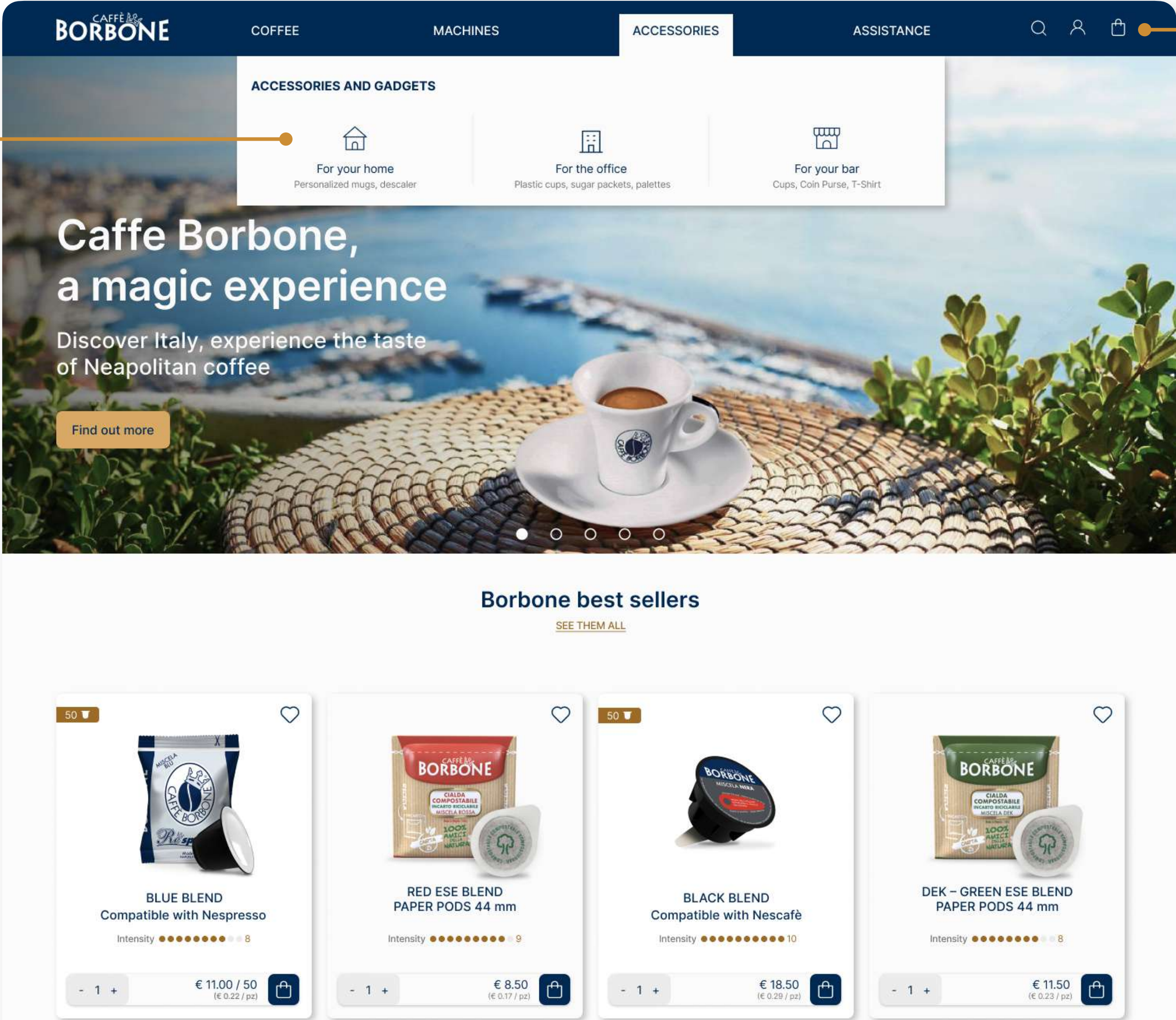
Menu

Make the navigation easier and more intuitive for the user, in order to find the product on the website.





Division of the menu sections into more specific categories for an initial filtering of products



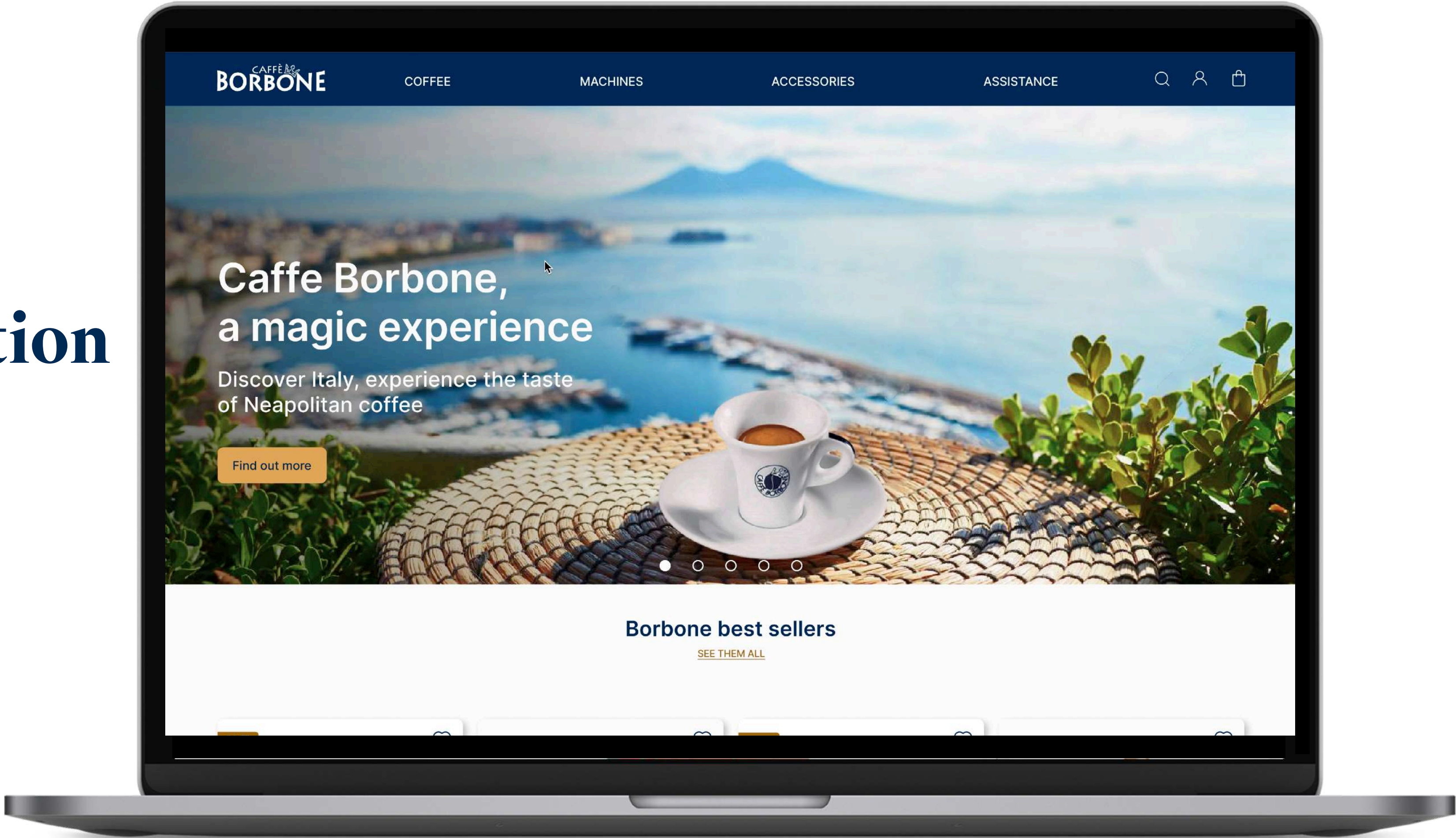
The new header is simple and clear, it avoids the previous overload of information



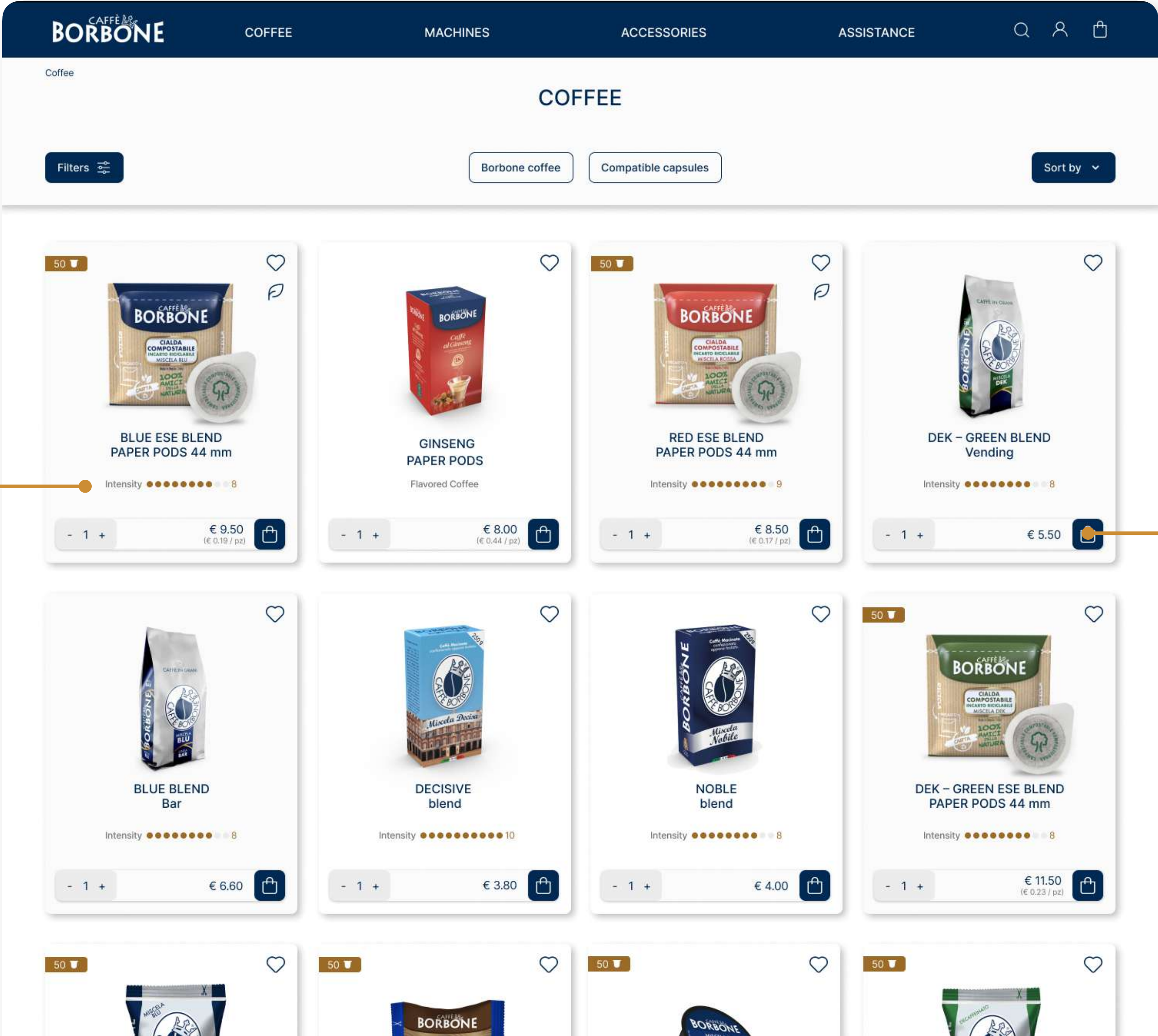
3

Comparison section

Show more information and details about the products, add labels and filters to make the comparison easier.







Through the intensity graph we have the opportunity to immediately compare the products

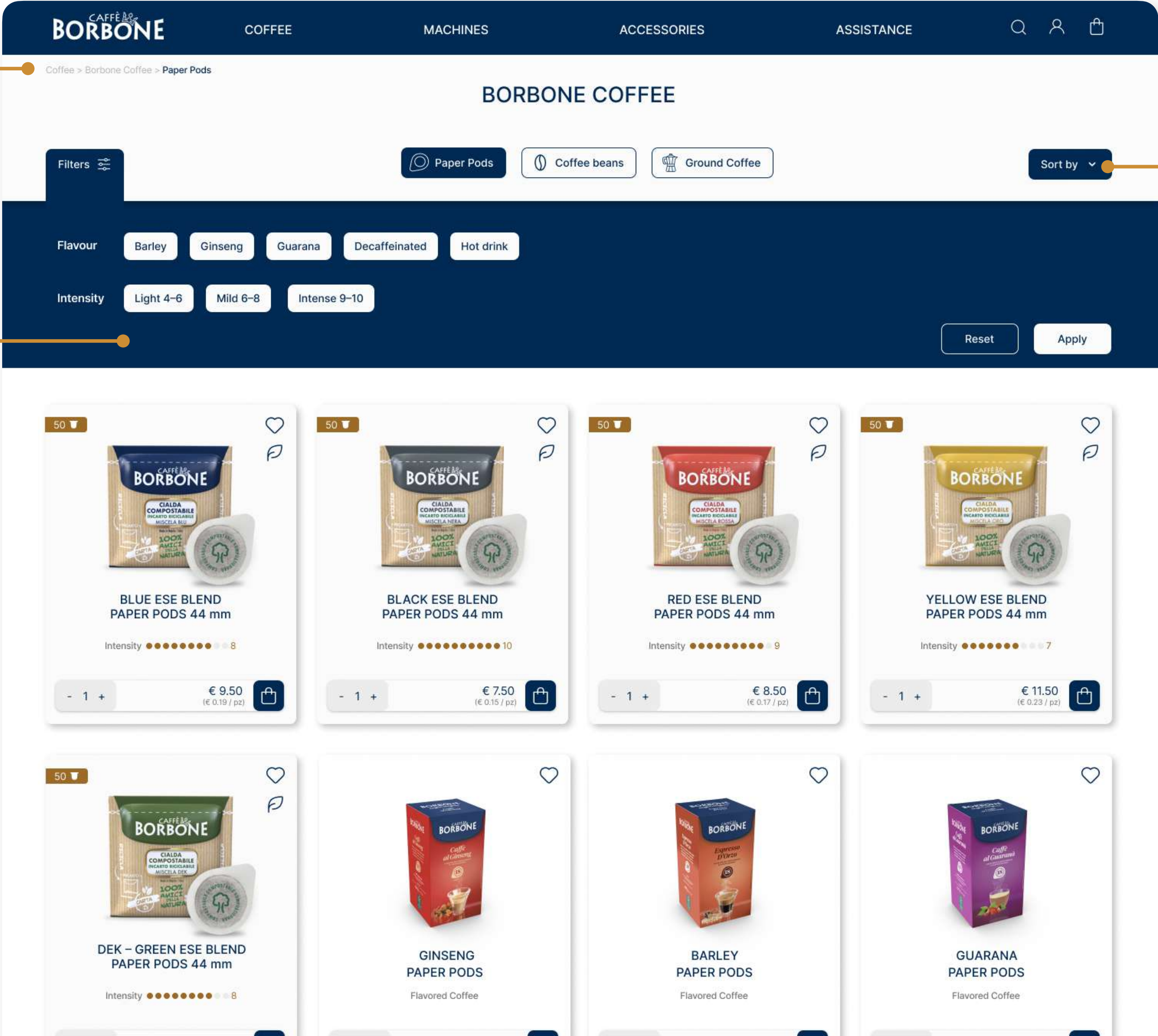
The price always visible and specified is another important comparison parameter



Thanks to the references, the user can move easily on the web site, without getting lost

Filters help the user in the most immediate comparison of products, finding what he needs

The user can speed up the purchase process thanks to different contextual filters

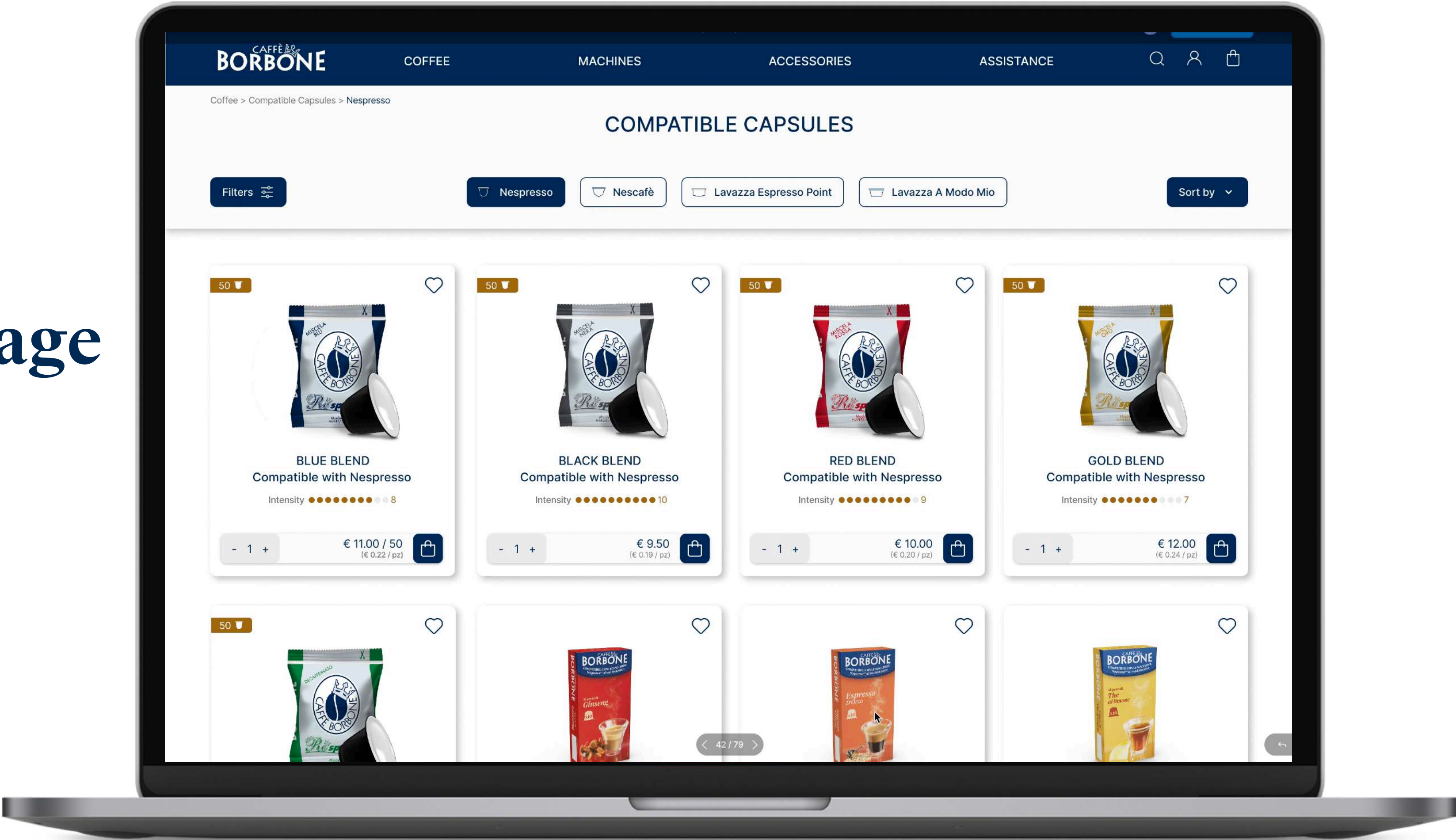




4

Single product page

Necessary to make the user understand the intensity, taste and flavour of the coffee they select. The price must appear clearly and the quantity must be explicit.





Shipment information is always available without the need to change tab or screen

clear and immediate information that summarizes the main characteristics of the product

CAFFÈ & BORBONE

COFFEE

MACHINES

ACCESSORIES

ASSISTANCE

Coffee > Borbone Coffee > Coffee beans> Gold Blend

CAFFÈ IN GRANI

CAFFÈ BORBONE

MISCELA ORO

LINEA BAR

Coffee beans

Borbone Coffee Gold Blend

Intensity  7

Flavour: sweet and refined

Ideal for: Bars

★★★★☆ 12 Reviews

€ 5.50

500 gr

- 1 +

Add to cart

FREE DELIVERY

We will ship in 1/2 working days  
Free Shipping promotion ordering at least 40€ for Italy and 55€ for abroad

DISCOVER MORE

ASSISTANCE

For Information and telephone orders call us at the toll-free 800.811.137 available from Italy. From abroad you can contact us at +39 081 18 92 00 46.

DISCOVER MORE

Borbone Coffee Gold blend

500 gr

Add to cart

Borbone Coffee Gold Blend

Sweet and refined  
Offering the perfect balance between taste, refinement, creaminess, sweetness and character, the Supreme blend captures the true flavour of Naples to satisfy even the most refined palates. With the sweet and refined taste of the gold blend, I can see everything in a beautiful new light!

For your bar

7  
Intensity

8  
Body

9  
Sweetness

CAFFÈ BORBONE ONLINE

GROUP 14



Borbone Coffee  
Gold Blend

Sweet and refined  
Offering the perfect balance between taste, refinement, creaminess, sweetness and character, the Supreme blend captures the true flavour of Naples to satisfy even the most refined palates. With the sweet and refined taste of the gold blend, I can see everything in a beautiful new light!



For your bar



The information on taste and aroma is summarized in a graphic form to help the user. Indeed the user can skip the long description

Client reviews (12)

Sort by ▾



Anna Rita



Very good, creamy and fragrant.Great coffee!!! To be had with your eyes closed!



Simona



Tres bon cafe, avec un tres bon crema et tres bon gout.



Elia



Der beste Espresso, den ich mit der La Pavoni hinbekomme. Ein tolles Aroma!



You may also like

Discover more products from Caffè Borbone



GREEN BLEND – DEK  
Ideal for your bar



NOBLE BLEND  
Ideal for your bar



RED BLEND  
Compatible with Lavazza



BLACK ESE BLEND  
PAPER PODS 44 mm





The progressive steps lead are clearly defined; the color helps to understand which part of the purchase we are in

CAFFÈ BORBONE

COFFEE

MACHINES




ACCESSORIES

ASSISTANCE

YOUR CART

Your order

Shopping bag summary > Delivery setup > Payment > Order Summary > Order Confirmation

PRODUCTS	Unit price	Quantity	Total
<div><div></div><div><div>GOLD BLEND</div><div>Bar</div></div></div> <div>€ 5.50/500g</div> <div><div>-</div><div>3</div><div>+</div></div> <div>€ 5.50</div>			
<div><div></div><div><div>RED BLEND</div><div>Compatible with Nespresso</div></div></div> <div>50  € 0.20/pz</div> <div><div>-</div><div>1</div><div>+</div></div> <div>€ 10.00</div>			
ORDER SUBTOTAL			€ 15.50

Procede to checkout

ORDER DETAILS

PRODUCTS

Gold Blend

x3

€16.50

Red Blend

x1

€10.00

SUBTOTAL

€36.50

IVA (incl) 22%

€19.23

TOTAL

€55.73

Modify

CONTACTS

Italy 800 811 137

Overseas +39 081 189 200 46

shop-assistenza@caffeborbone.com

INFORMATIONS

About us

Terms and conditions of use

Right of withdrawal

Shipping

Privacy Policy

ASSISTANCE

FAQ

We also answer you in Neapolitan

Site Map

My Order

Cookie settings

PAYMENT



FOLLOW CAFFÈ BORBONE ON



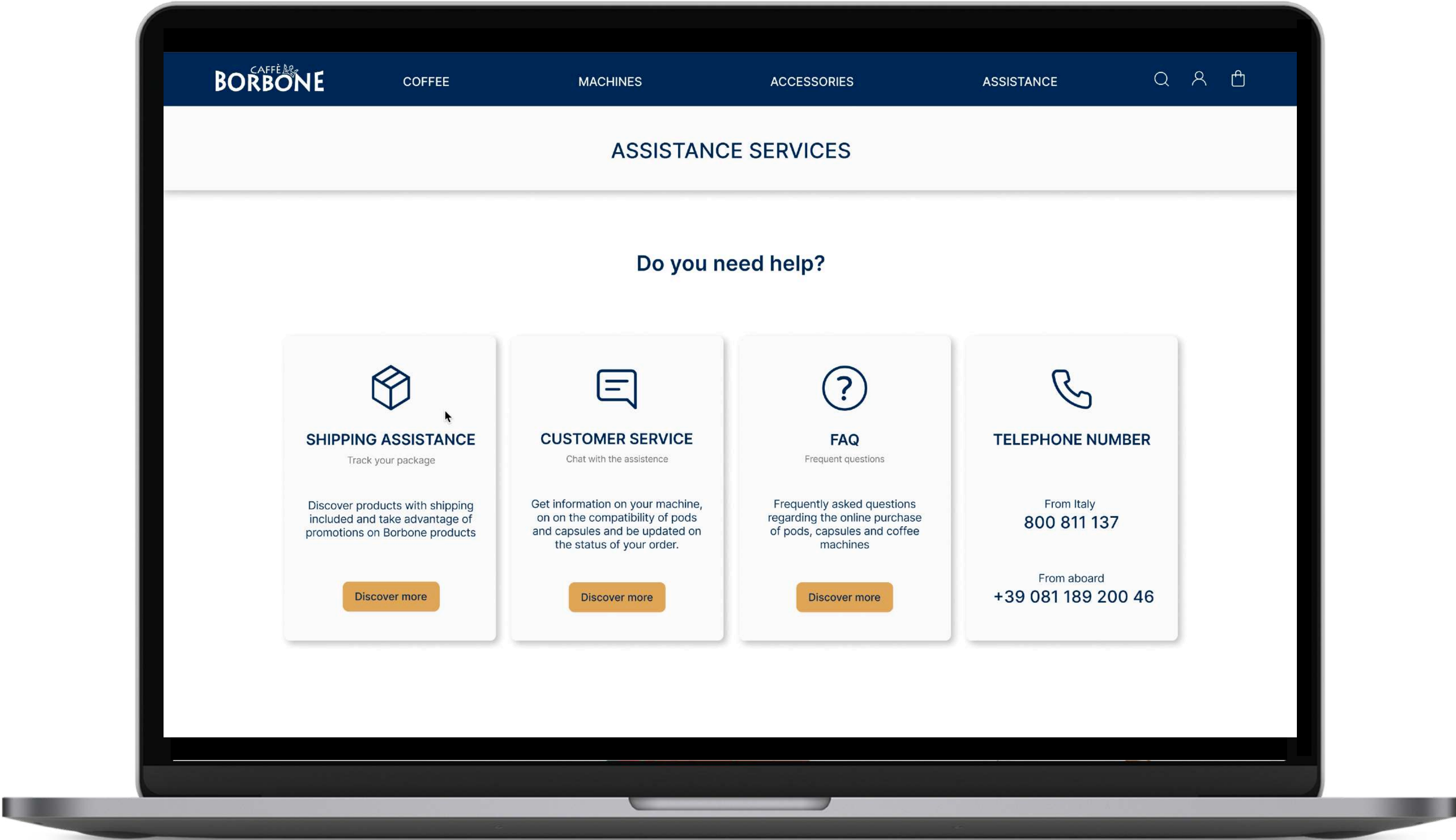
The most relevant information about the order are always visible throughout the purchase process



5

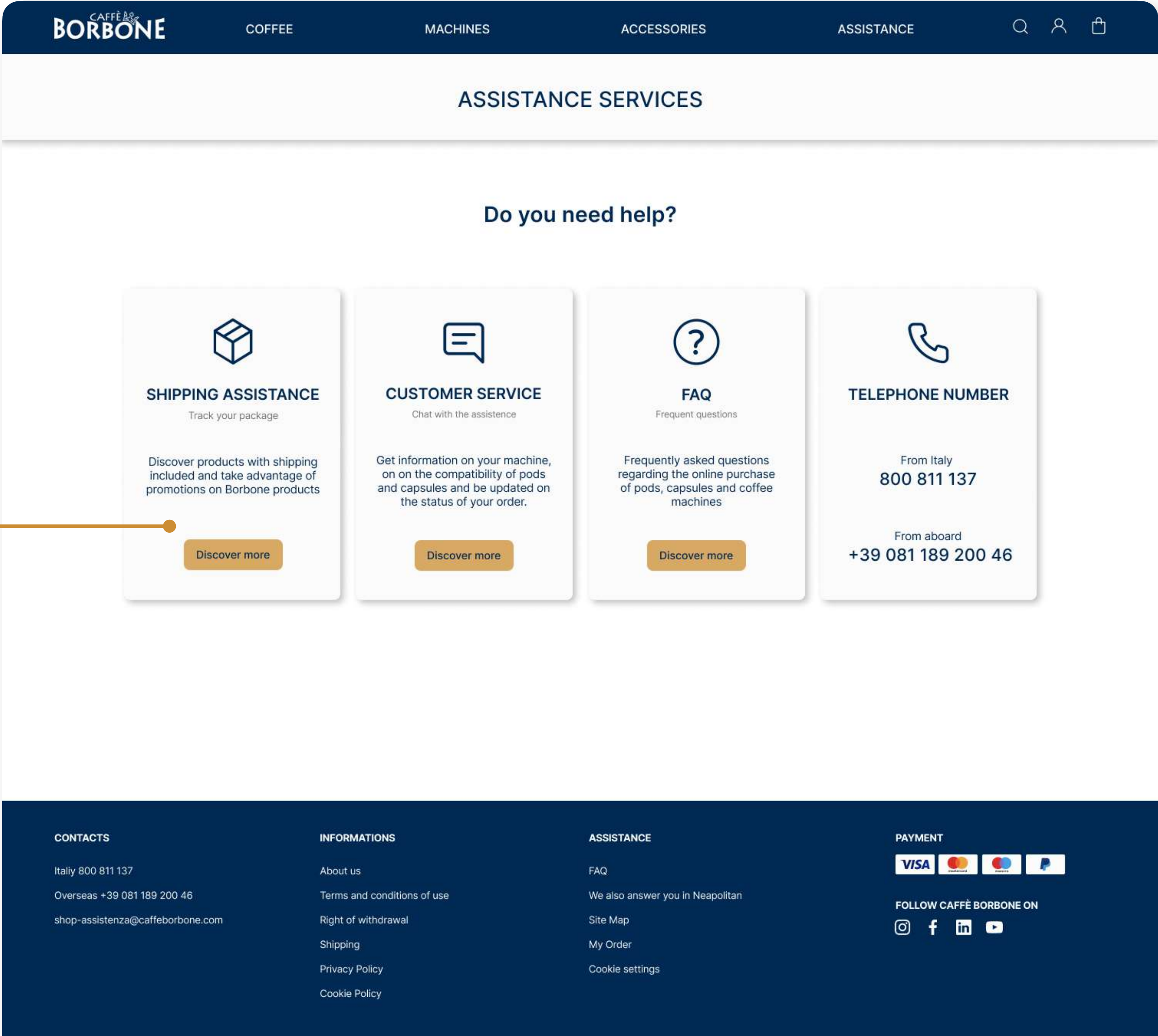
Assistance

Make the assistance easier to find and improve the form to make it more clear. Divide the FAQ into categories.

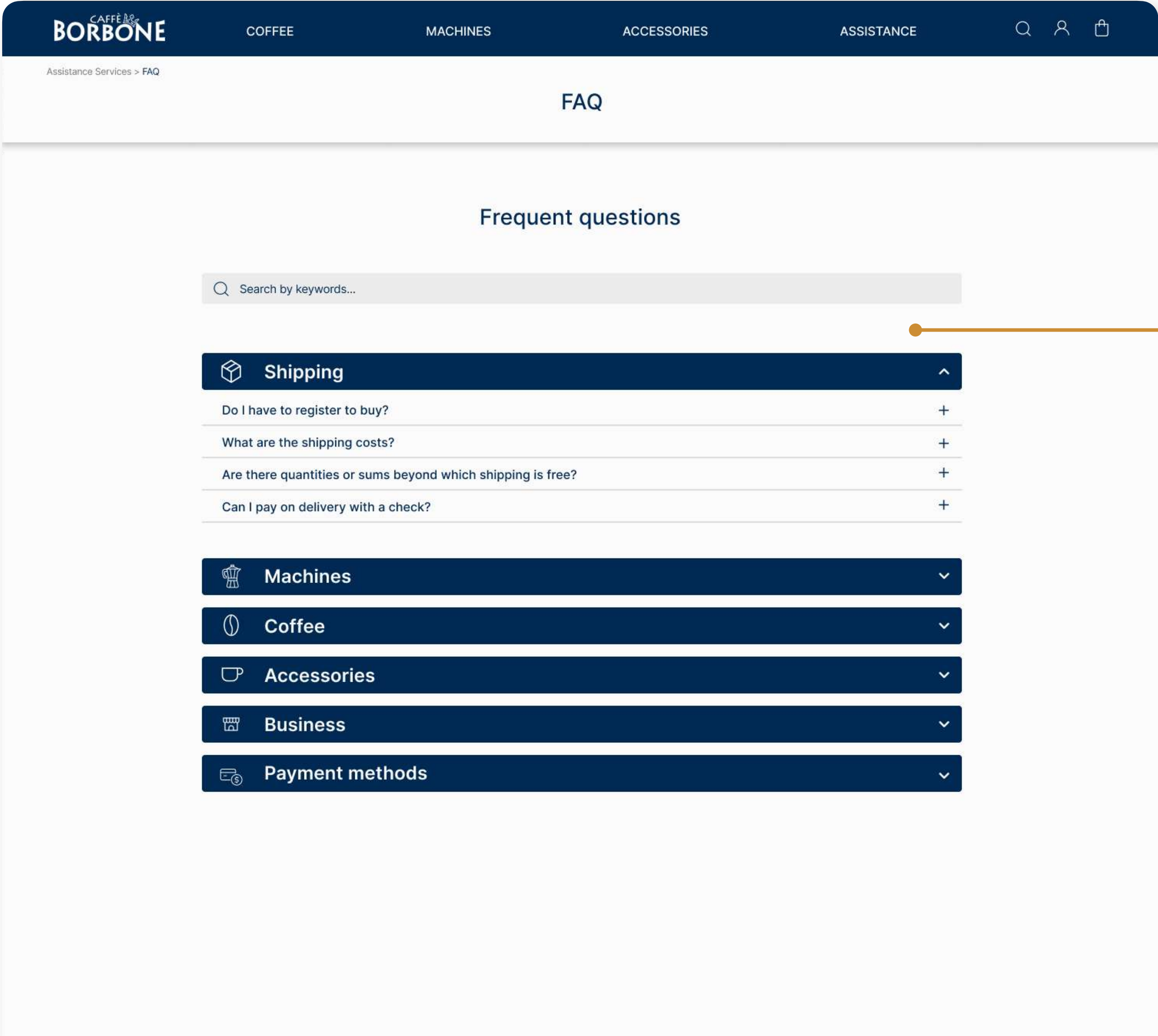




the contacts and types of assistance are easily found in the main menu







The contents are divided into categories in order to help the user in finding the solution to his problems



Specifying the request for help makes the form complete and clear both for assistance and for the user

Personal information

Last Name\*

First Name\*

Email \*

Phone\*

+39 ▾

Product information

Object

Message\*

File\*

Drop file here

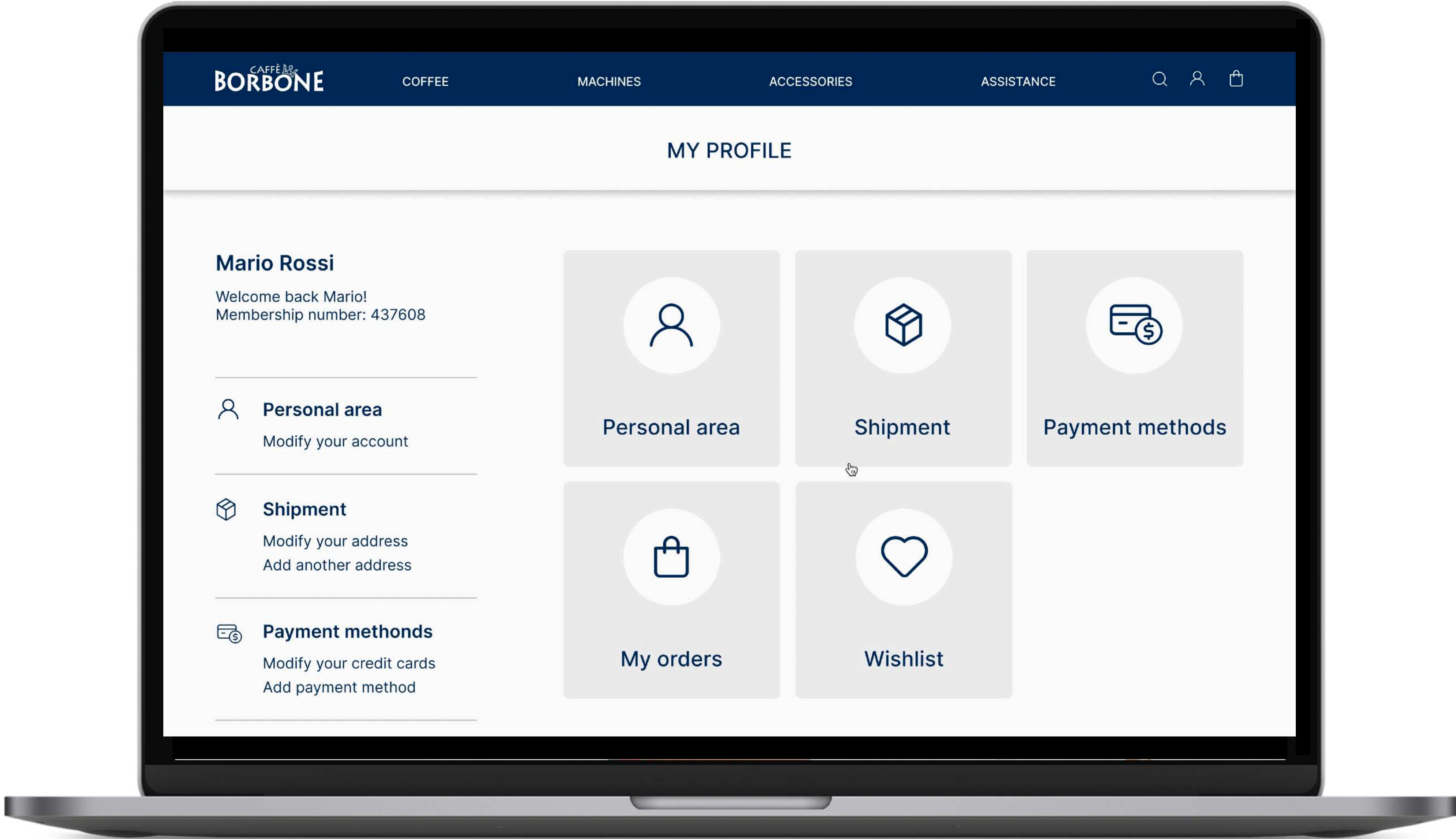
Possibility of adding specific documents



6

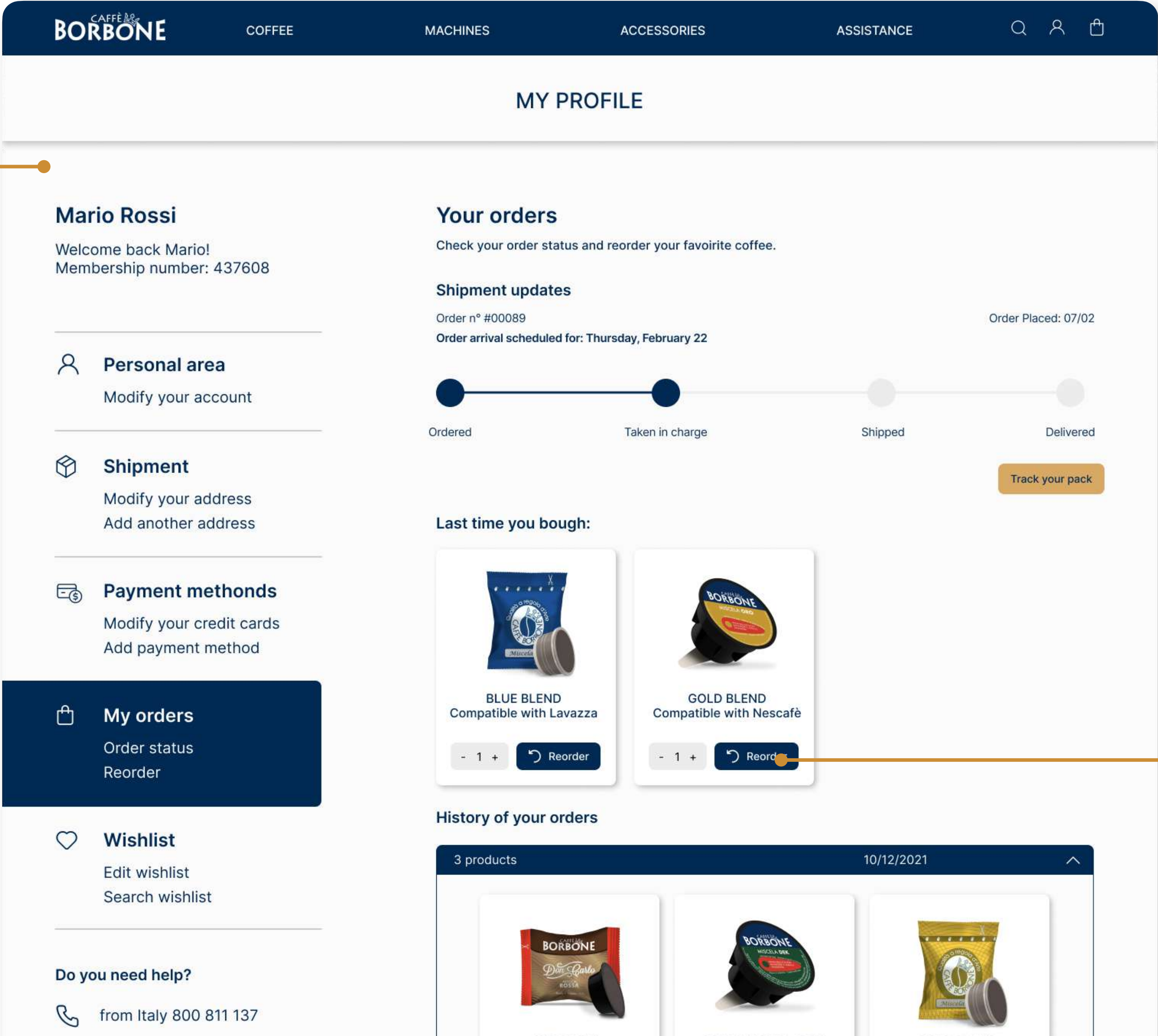
Personal area

The user needs to navigate through his personal area with confidence, so that he/she can easily find everything he/she needs.





The side menu allows you to change your personal information without having to go back or open new windows



Possibility to reorder your favorite products in order to speed up the purchase process



# Test the new website

<https://www.figma.com/caffeborbone>



# Thanks

**GROUP 14**

ALICE BOCCHIO, MARINA FERNANDEZ DE LA ROSA,  
BEATRICE FORESTI, SEVERIN SCHWAIGHOFER, FEDERICA VATRI