

Mobile App UX Case Study: The Mothersip

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Project Overview



Project:

App. allowing users to immerse themselves in all things craft beer.



Project Duration:

Start: 9/19/2025

Finish: 11/22/2025



Project Overview



Problem:

Too many apps many of which are not current or updated



Role:

Lead UX interaction tester



Goal:

Create a “one-stop-shop” of craft beer information for enthusiast



Responsibilities:

1. User Research
2. Designer
3. Wireframing, Prototyping
4. Tester

Understanding the User

- User Research
- Pain Points
- Persona with Problem Statement
- User Journey Map

User Research Summary

To understand the craft-beer digital landscape and identify gaps in user experience, I conducted secondary research that combined my domain expertise as a long-time craft-beer enthusiast with a structured competitive audit of existing websites.

This approach allowed me to quickly identify recurring issues such as outdated or incomplete information, information overload, inconsistent event listings, accessibility barriers, and fragmented brewery data. These insights shaped the initial problem definition and guided early design decisions.

Pain Points from Secondary Research

1

Pain point

There are too many websites missing information or too much information

2

Pain point

There are too many sites a user must visit

3

Pain point

Event Calendars are not updated to allow a user to know when and where an brewery event is taking place

4

Pain point

Current mapping sites or apps are not updated to reflect newly opened or closed breweries

Note: these pain points were synthesized from the structured competitive audit not direct user interviews. This secondary research helped surface common UX gaps web-based platforms.

From Research to User Definition

To identify gaps in the craft beer digital experience, I conducted a structured competitive audit of brewery websites and event platforms. This secondary research surfaced recurring UX breakdowns—fragmented data, outdated calendars, inaccessible menus, and overloaded content—that shaped the initial problem definition. I then synthesized these findings into actionable pain points and translated them into a user persona, Alex, whose journey reflects the real frustrations users face when navigating multiple platforms to discover local breweries and events. His goals and emotional touchpoints helped guide early design decisions toward a centralized, frictionless experience.

Persona: Alex



Alex

Age: 45

Education: College Graduate

Hometown: Sacramento

Family: Married; 2 children

Occupation: Civil Engineer

Problem Statement:

Alex is a craft beer enthusiast who needs one app that centralizes events, locations, beer profiles, and communities because current apps are too fragmented, missing current information, or don't provide enough information.

Goals

- Discover breweries, beer styles, and brewing methods in one place
- Learn about hops, yeasts, and brewing processes without jumping between sites
- Quickly filter breweries by distance, beer style, or special events
- Use a clean, mobile-friendly interface while exploring on the go

Frustrations

- Brewery information is scattered across multiple websites
- Hard-to-use maps with poor zooming, filtering, or cluttered pins
- Beer style information is inconsistent or buried in long pages
- Mobile sites often have small tap targets or confusing layouts

"I just want one app that does it all — breweries, beer info, and events."

I love craft beer and enjoy visiting tap houses, breweries, and festivals for both the beer and the company. I'm curious about the hops, yeasts, and overall brewing process behind each beer. But I still haven't found an app that lets me easily look up this information or explore a reliable map of local breweries to visit.

Alex's User Journey Map

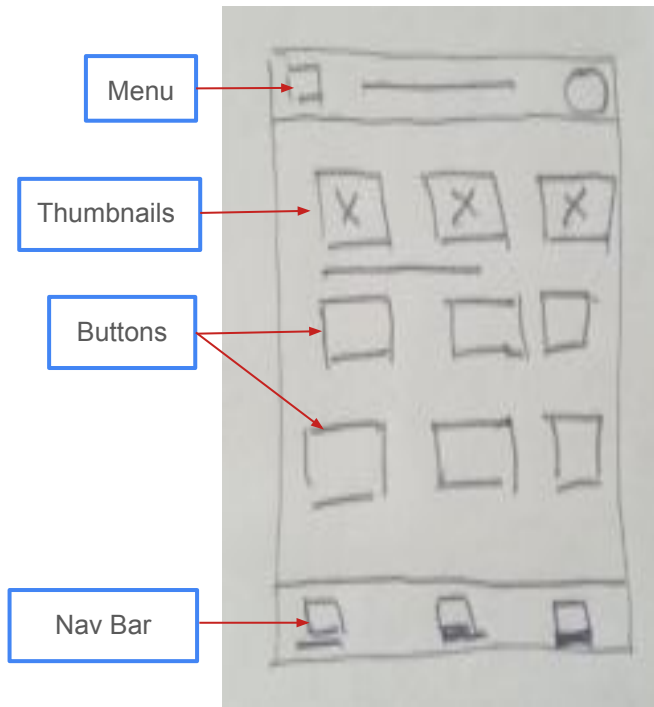
Goal: Quickly discover breweries, easy navigation to locations, search for events, and know beer without friction.

Action	Explore	Refine	Assess	Prepare	Go	Experience	Reflection
Task	Tasks: Open app and search for nearby breweries A. Enable location B. Browse map C. Apply filters	Tasks: Filter results by event type, beer style, or accessibility A. Select beer styles B. Choose events C. Select accessibility	Tasks: View brewery details and event calendar A. Brewery profile B. Check hours C. View event info	Tasks: RSVP or save events to personal calendar A. Tap RSVP B. Sync calendar C. Set reminders	Tasks: Navigate to brewery using map integration A. Open map B. Choose route C. Enable walk/drive mode	Tasks: Scan QR or tap check-in, redeem perks, leave review A. Scan or tap check-in B. Redeem perks C. Leave review	Tasks: Post-visit A. Receive follow-up recommendations B. Save favorites C. Share with friends
Emotions	Curious, hopeful	Empowered, selective	Informed, excited	Confident, engaged	Focused, anticipatory	Satisfied, social	Reflective, motivated
Design Updates	Smart filters based on past visits	Accessibility icons and beer style tags	Real-time updates on closures or sold-out events	One-tap RSVP with calendar sync	AR navigation or brewery landmark cues	Gamified check-in rewards or badges	"If you liked this..." suggestions

Paper Wireframe: Home Screen

- Image is first pass during design to surface ideas for the Home Screen
- Used basic shapes such as rectangles, circles, squares with X's to represent UI elements
- Applied consistent visual shorthand:
 - Horizontal lines for body text
 - Squares with X's for thumbnails or images
 - Rectangles for buttons and input fields
- Used Approximate Dimensions

Brewery Discovery App Home Screen

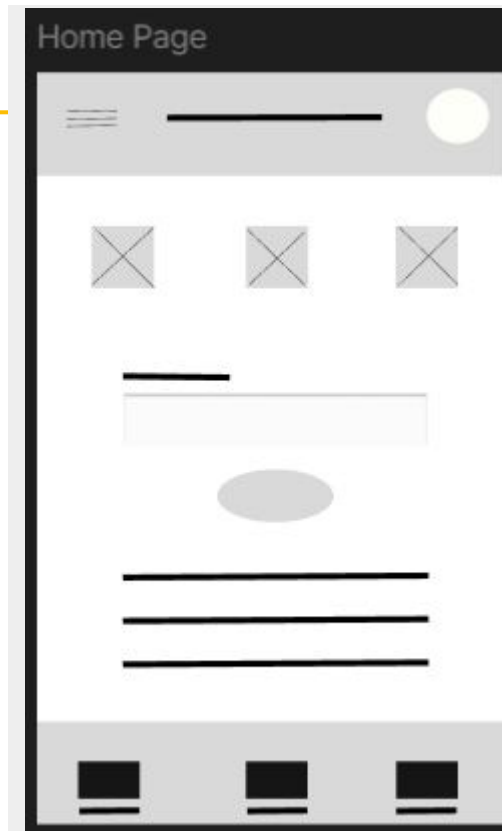


Digital Wireframe: Home Screen

Initial wireframe for the Home page to include:

- Menu
- Title
- Profile button (tentative)
- Images of differing beers
- Search label, textbox, and button
- Description of app
- Home, Profile (tentative), and Notification buttons

Header to include a menu and title of the app

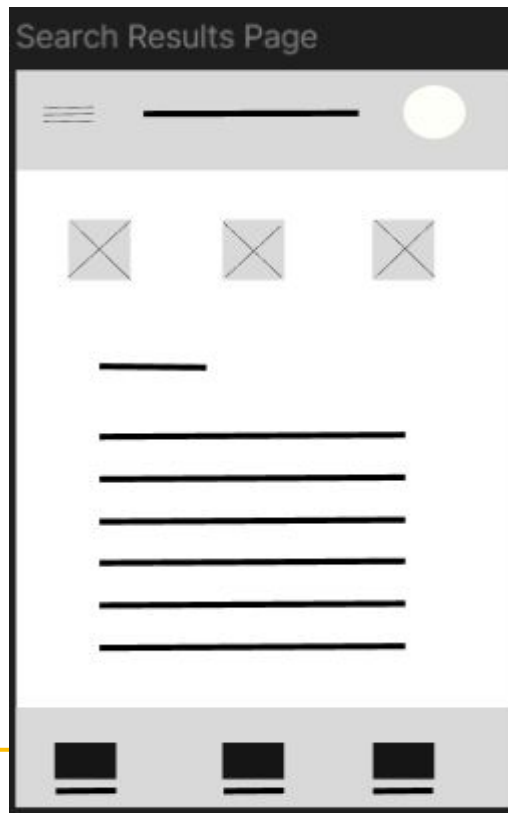


Label "Search" with a search box and search button

Digital Wireframe: Search Results Screen

Initial wireframe of Search Results page to include:

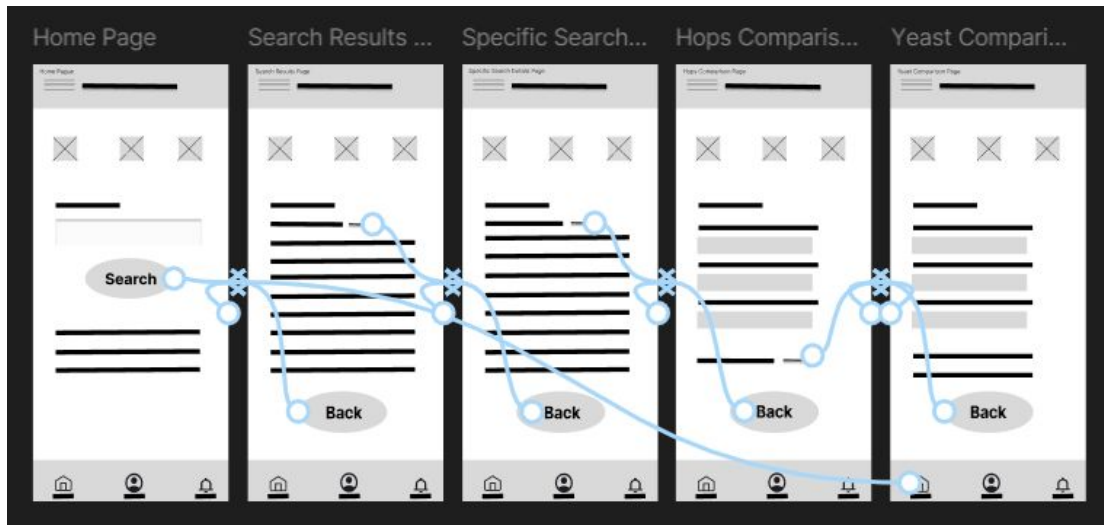
- Images for beers provided by brewery
- List of those beers by name with descriptions
- Location of brewery (tentative)



Home, Profile,
and Notification
buttons

Here is a title
with information
on the brewery
previous sought
for with a list of
beers on tap.

Lo-Fi Prototype



Lo - Fi prototype of Home - Yeasts pages including:

- Menu
- Images of different beers
- Active Search, Forward, and Back buttons
- Text with information about breweries
- Navigation Bar with Home - Notification buttons
- Intended user journey from Home - Yeast pages
- “On Tap” interaction type

Usability Study: Parameters



Study type:

Moderated usability study



Location:

Remote, United States



Participants:

2 target users with experience browsing or
purchasing similar products



Length:

10 - 15 minutes minutes per participant

Usability Study: Key Findings

User Needs

- View a list of stores where beer can be purchased.
- Share links to invite others or revisit items.
- Bookmark items for later viewing.
- Access tasting notes for decision-making.
- Easily locate breweries participating in the event.

Evidence

- Users repeatedly looked for Bookmark button.
- Users verbally asked, “Can I send this to a friend?”
- 1 User paused for 5–10 seconds trying to locate tasting notes.
- Users hovered over store names expecting a list of purchase locations to appear.
- 1 User tapped map icon assuming it would show breweries attending festival events.

Round 1 Findings Ranked

- 1 Bookmark button missing
- 2 Share link missing
- 3 Purchase locations missing
- 4 Dedicated Tasting Notes page missing
- 5 Brewery Locator missing

Round 2 Findings Ranked

- 1 Create Account page missing
- 2 Brewery Events list missing

NOTES: some Evidence revealed issues beyond app scope and likely create development and aesthetic issues. For example, hovering over store names for locations will not be considered but replace by a Brewery Locator feature; also, showing breweries in festival attendance will be its own page and not part of the mapping design.

Refining the Design

- Mockups
- High-Fidelity Prototype
- Accessibility

Mockups

Usability testing revealed discoverability gaps, leading to clearer hierarchy and stronger onboarding.

Before Usability Study

- Initial grayscale wireframe focused on layout structure and basic functionality
- Search bar present but visually understated
- No onboarding message or brand tone
- Placeholder elements used for brewery content and navigation

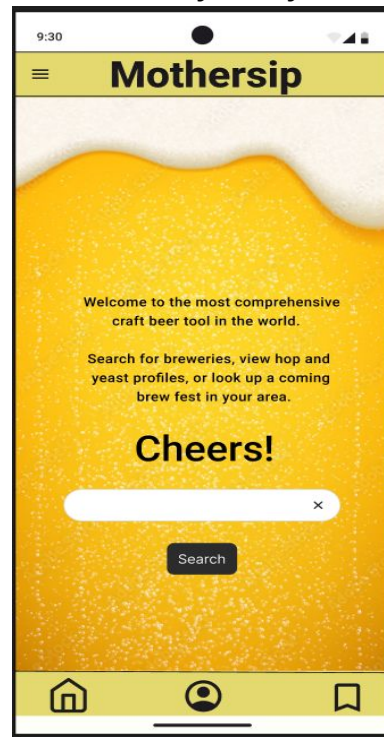
After Usability Study

- Added welcoming message to establish brand voice and guide first-time users.
- Search bar made more prominent
- Enhanced visual hierarchy with color, spacing, and typography
- Bookmark button added due to repeated user attempts to find.
- Background imagery reinforces craft beer theme
- Layout refined based on usability feedback (e.g., clearer call-to-action, improved readability)

Before usability study

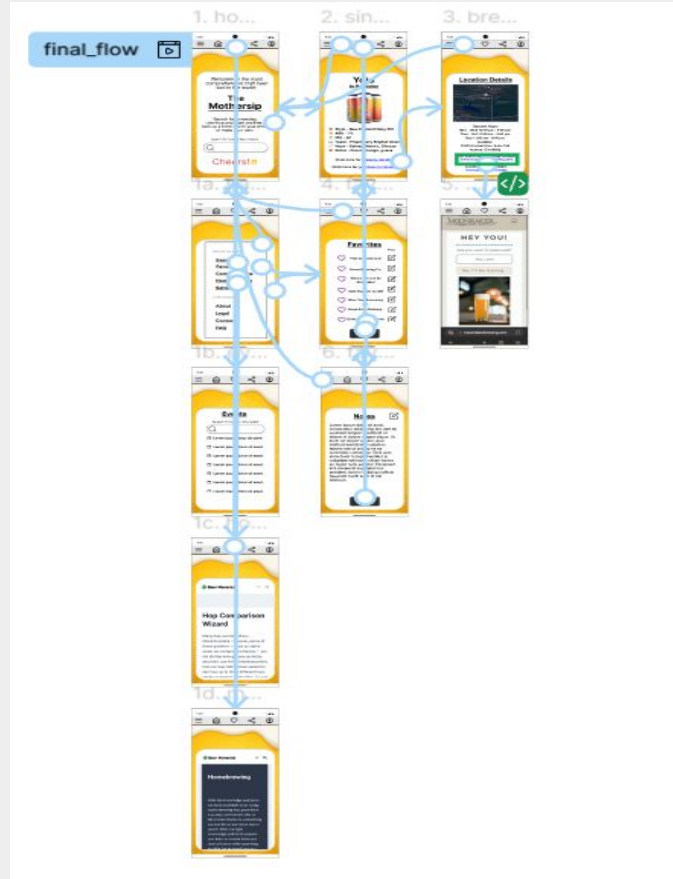


After usability study



High-Fidelity Prototype

Primary user flow triggered by click actions including a sliding hamburger menu. The flow is arranged left-to-right and top-to-bottom. This “final flow” reflects updates made after the usability study incorporating Web Content Accessibility Guidelines (WCAG) improvements addressed during the final prototype phase.



Accessibility Considerations

1

Color, contrast, and visual clarity

I ensured all text and essential UI elements meet WCAG contrast ratios to support users with low vision. Interactive components use clear visual states and avoid relying on color alone to convey meaning.

2

Navigation and touch-target accessibility

Navigation patterns including the hamburger menu and primary actions were designed with predictable placement and touch targets that meet WCAG 2.2 minimum size requirements. This supports users with motor impairments and improves overall mobile usability.

3

Screen reader and semantic structure

Interactive elements are labeled with meaningful names and structured in a logical reading order to support screen readers. The flow avoids hidden or unlabeled controls, ensuring users relying on assistive technologies can navigate consistently.

Going Forward

- Takeaways
- Next Steps
- Wrap Up

Takeaways



Impact:

The final prototype created a smoother, more accessible browsing experience by clarifying hierarchy, improving contrast, and simplifying the menu structure. One tester reported feeling more confident navigating between lists, details, and favorites stating “app finally feels like something I’d actually use.”



What I learned:

I learned how to balance user needs, accessibility requirements, and visual consistency while maintaining a coherent design system. I also gained a far deeper understanding of WCAG principles and how to apply them to mobile UI patterns without sacrificing visual appeal.

Next Steps

1

Next step is to run another round of usability testing with a more diverse set of participants including users with varying levels of beer knowledge and different accessibility needs. This will help validate whether the updated navigation, improved hierarchy, and WCAG-aligned adjustments hold up across a wider range of users.

2

I would extend accessibility improvements beyond primary flow to ensure consistency across entire app including refining semantic structure, ensuring all interactive elements meet touch-targets, and validating color contrast across screens. I want accessibility a fully integrated part of the design system.

3

Next phase would focus on expanding features such as enhancing Favorites, add filtering options, and strengthen system scalability including refining components, and documenting interactions. Ultimately, these steps move my project closer to a production-ready experience.

Wrap Up

Thank you for reviewing my work for the Mothersip app.
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