Bakery website

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Project overview

The product:

The Bakery is a local patisserie that offers custom cakes and other homemade desserts to locals. As most of the businesses, The Bakery had to adjust its business model during the pandemic. As a result, they decided to create an e-commerce website where customers could quickly order desserts and get them delivered or picked up in-sore on a preferred date.

Project duration:

October – November 2021

Google
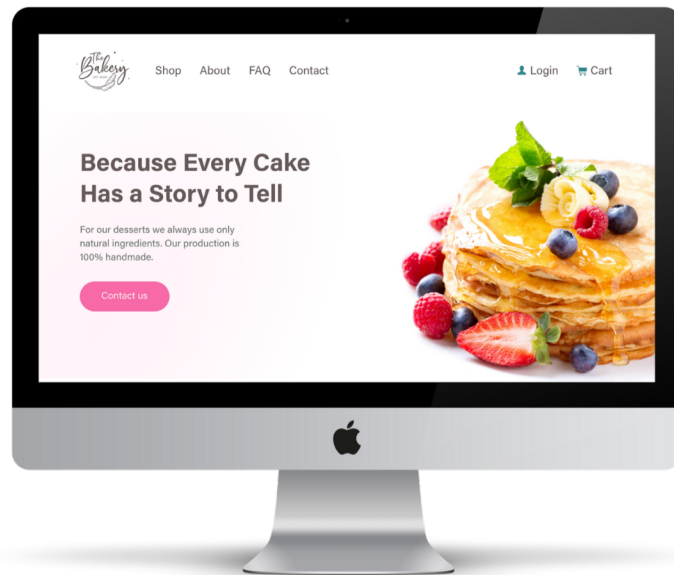
Project overview

The problem:

The Bakery is intending to provide customers with the possibility to order online custom desserts quickly and secure. The ordering process must be smooth and well organized to provide users with a great experience.

The goal:

Our goal is to create a platform where customers could quickly order desserts online, while meeting the needs of both the business and the users.

Project overview

My role:

UI/UX Designer

UX Researcher

Responsibilities:

Covered the process from beginning to end - user research, wireframing, prototyping, branding, etc.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

We conducted user interviews to identify the needs and pain points of those interested in ordering online desserts, including custom cakes. The findings and feedback obtained from the interviews were the basis of our design process. Some of our assumptions proved to be right, like the fact that users prefer placing online orders rather than go physically to the store. Our research has also identified many other pain points that we were not aware of at the beginning of the research, like the need to preview in real time the custom cakes to be ordered, receive a price estimate in real time based on the selections they make, and same-day delivery option for desserts.

User research: pain points

1

Save time

Going to the store to order a custom cake is time consuming and due to the Covid-19 pandemic stores need to take extra safety measures. We tried to minimize this by creating an e-commerce website where customers could order and receive the desserts contactless.

2

Real time estimates

For custom cakes, we offered users the possibility to receive a price estimate in real time based on their selections. This way, customers won't be uncomfortable to say that they cake exceeds their budget limit and will be able to adjust it accordingly themselves.

3

Preview

Users can custom their cake and preview it in real time based on the choices they make. This offers comfort and proper expectations. This way, they can have a better understanding of how the cake will look like.

4

Delivery

Users prefer to have their cake delivered on a preferred date and time. Some users stated that they would like to have a same-day delivery option. So, we added both options, including pick-up.

Persona: **Jennifer Anderson**

Problem statement:

Jennifer is a busy parent who needs to be able to order custom cakes online and have them delivered to her home on a preferred date and time.

"There is nothing more beautiful than a theme party with customized desserts!"

Jennifer Anderson

Age: 35
Education: Master's Degree
Hometown: Arlington, VA
Family: Married, 1 child
Occupation: Accountant

Goals
- I want to order online customized cakes quickly and have them delivered at my house on a selected date and time.

Frustrations
- Most of the bakeries asks people to go in for customized cakes and I don't have time for that. I want to do that remotely.

Jennifer Anderson is a busy mother and wife. She works an accountant and likes to host parties at home. Whenever she is hosting one, Jennifer orders food and a cake for guests. She likes to order cakes from bakeries that allow her to customize the cake as she is passionate about theme parties.

Persona: **Linda Adams**

Problem statement:

Linda is a mother and grandmother who likes to have her family over for every holiday. She is passionate about bringing the spirit of holidays with traditional food and seasonal desserts.

"There is something special in seasonal flavors, it makes the party more special to me."

Linda Adams

Age: 55
Education: Master's Degree
Hometown: Vienna, VA
Family: Married, 3 children
Occupation: Teacher

Goals

- I want to be able to order cakes online and choose from seasonal flavors only, even for birthdays or other occasions.

Frustrations

- Most bakeries do not offer birthday cakes or graduation cakes with seasonal flavors and that's annoying.

Linda Adams is a mother of 3 children and a grandmother to 2 grandchildren. She enjoys having her family over for dinners or for specials occasions. Every time her children and grandchildren come over, Linda buys a cake. She likes seasonal flavors as it makes her enjoy more the season.

Persona: **Craig Scott**

Problem statement:

Craig is a young professional who needs to be able to order cakes for his office events from local bakeries that offer same-day delivery.

"I would love to buy a cake the same way I buy my home essentials: quickly and secure."

Craig Scott

Age: 26
Education: Bachelors' Degree
Hometown: Potomac, MD
Family: Single
Occupation: Sales manager

Goals
- I want to be able to order cakes online and have them delivered same day. I also would love to save my favorite cakes in my account so that I can reorder again.

Frustrations
- Most bakeries do not take same day orders. I need to go physically to the bakery and choose a cake from there. That's frustrating.

Craig Scott is a young professional who is always in charge to organize parties at work. Whenever there is an occasion and the office decides to celebrates he is the one who needs to order food and desserts. Everyone likes Craig because he is punctual and responsible.

User journey map

The users had successfully completed the tasks, however, there were some preferences they had that were not available on the website, like after hours delivery, a narrower delivery window, and the ability to preview the custom cake in real time.

Persona: Jennifer

Order a custom cake online for a special occasion to receive it on a preferred date and time.

ACTION	Browse the catalogue of cakes	Choose a cake	Customize	Add to cart	Pick up/Receive the cake
TASK LIST	• Browse cakes by theme • Check seasonal flavors	• Scroll through cakes • Select the cake • Click "see options" button	• Select cake size • Select cake flavor • Add wording • Select Dietary restrictions, if any • Add special instructions	• Select "Add to cart" button	• Receive confirmation of your order • Choose pick up/delivery window • Travel to bakery/Receive the cake
FEELING ADJECTIVE	• Excited • Overwhelmed	• Happy • Optimistic	• Enthusiastic • Overwhelmed	• Happy • Trusting	• Satisfied • Relieved • Excited
IMPROVEMENT OPPORTUNITIES	• Ability to select multiple filters at once	• None	• Preview cake feature	• Provide a date range for expected delivery	• Allow after hours pick up/delivery • Narrower window for pick up/delivery

**Persona: Linda**

Order a cake online with a seasonal flavor.

ACTION	Browse the catalogue of cakes	Choose a cake	Customize	Add to cart	Pick up/Receive the cake
TASK LIST	• Browse cakes by theme • Check cakes with seasonal flavors	• Scroll through cakes • Select the cake • Click "see options" button	• Select cake size • Select cake flavor • Add wording • Select Dietary restrictions, if any • Add special instructions	• Select "Add to cart" button	• Receive confirmation of your order • Choose pick up/delivery window • Travel to bakery/Receive the cake
FEELING ADJECTIVE	• Excited • Confused	• Overwhelmed • Optimistic	• Enthusiastic • Happy	• Happy • Trusting	• Satisfied • Excited
IMPROVEMENT OPPORTUNITIES	• Ability to select only cakes with seasonal flavors and design	• None	• Ability to request changes to design	• None	• Free delivery

Starting the design

- Paper wireframes
- Digital wireframes
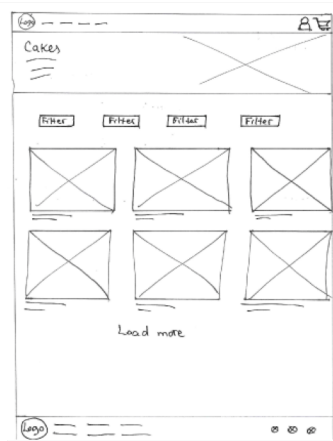- Low-fidelity prototype
- Usability studies

Paper wireframes

Paper wireframes allowed us to explore various ideas and select the options that best suits our needs.
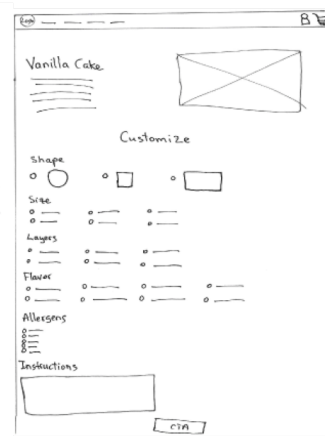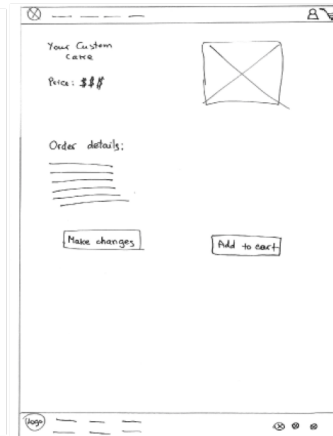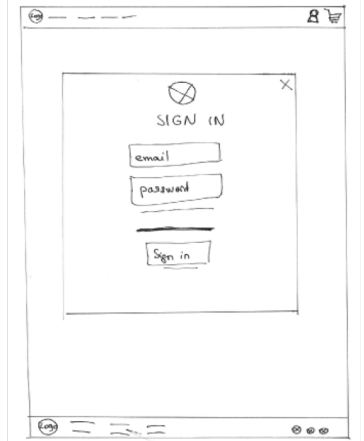
Homepage
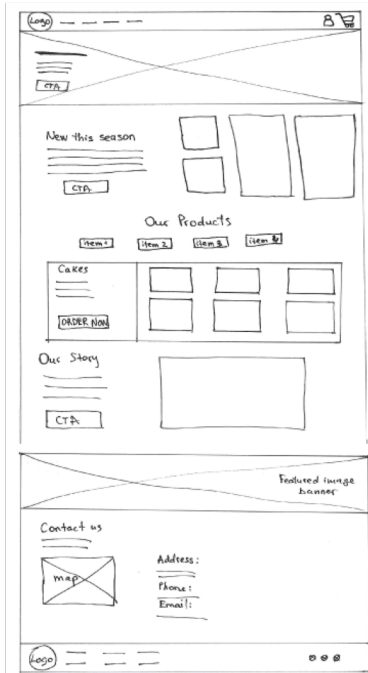
Cakes page
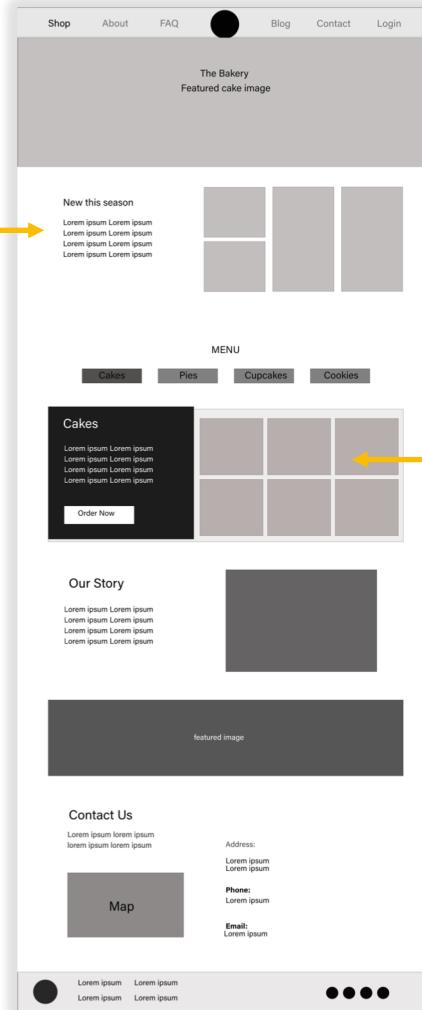
Custom cake page

Custom cake preview page

Sign in page

Digital wireframes

Our goal was to create a simple home screen, allowing users to easily find the products and seasonal products.

Seasonal products are offered on the upper part of the homepage.

The main product categories are here for easy access to their dedicated pages.

Digital wireframes

Users can customize the cake and preview its design in real time. At the same time, a calculator provides a price estimate in real time based on the choices made.

Users have the option to preview the cake based on the selections below.

Users can customize the cake based on the available options.

VANILLA CAKE

Lorem ipsum Lorem ipsum
Lorem ipsum Lorem ipsum
Lorem ipsum Lorem ipsum
Lorem ipsum Lorem ipsum

CUSTOMIZE

CAKE SHAPE

CAKE SIZE
- 6" (serves 4-6)
- 8" (serves 8-10)
- 10" (serves 20-24)
- 10" (serves 20-24)
- 10" (serves 20-24)
- 10" (serves 20-24)

CAKE LAYERS
- 1 layer
- 2 layers
- 3 layers
- 4 layers
- 5 layers
- 6 layers

CAKE FLAVOR
- Vanilla
- Coconut
- Lemon
- Oreo
- Chocolate
- Fruit
- Coffee
- Mango

Allergens/Dietary Restrictions - Optional
- Vegan (Eggless and dairy free)
- Gluten free
- Eggless cake only
- Dairy free
- Nut free

Special instructions

Continue

Lorem ipsum   Lorem ipsum
Lorem ipsum   Lorem ipsum

Low-fidelity prototype

We constructed a user flow of what a basic start to finish journey looks like while ordering a custom cake. Here is the low-fidelity prototype link. This helps us in understanding ways users can interact with the product, as well as allowing us to see navigation through user goals.
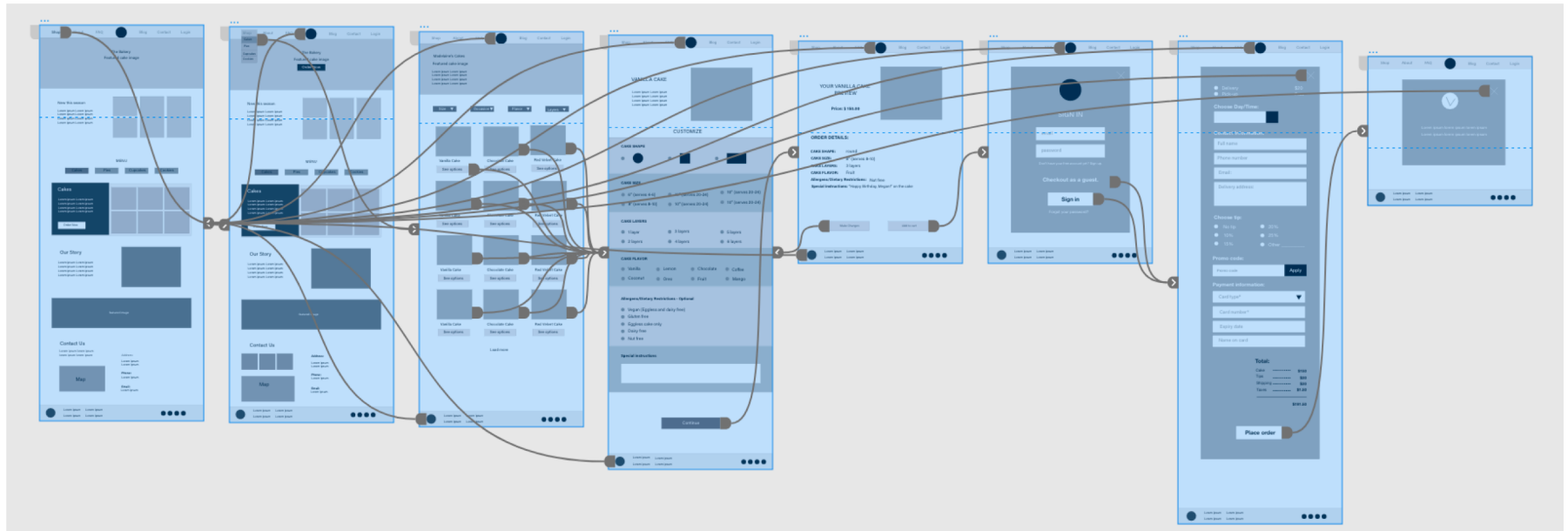
Usability study: findings

We have conducted an unmoderated usability study with five participants. They were asked to order a custom cake on a low-fidelity prototype and one more time on a high-fidelity prototype. Here are the main findings:

Round 1 findings

1. Some of the participants expressed a desire to have a same-day delivery option.

2. 3 out of 5 total participants said they want to see the seasonal products on the top of the homepage.

3. 4 out of 5 total participants said they wanted to checkout as a guest.

Round 2 findings

1. Most of the users expressed the need to be able to use more payment options.

2. 4 out of 5 total participants expressed a desire to preview life the custom cake and the price estimate.

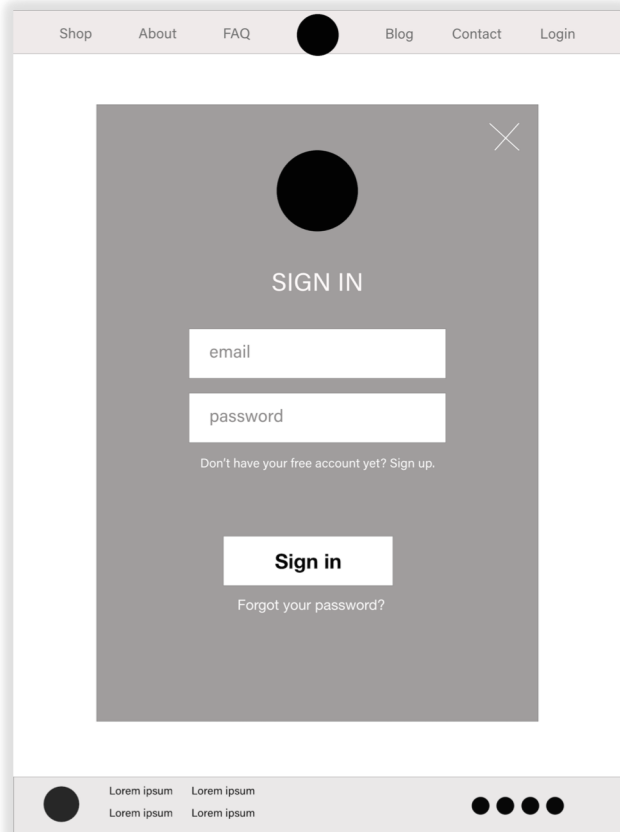3. 3 out of 5 total users said they would prefer a less cluttered checkout page.

Refining the design

- Mockups
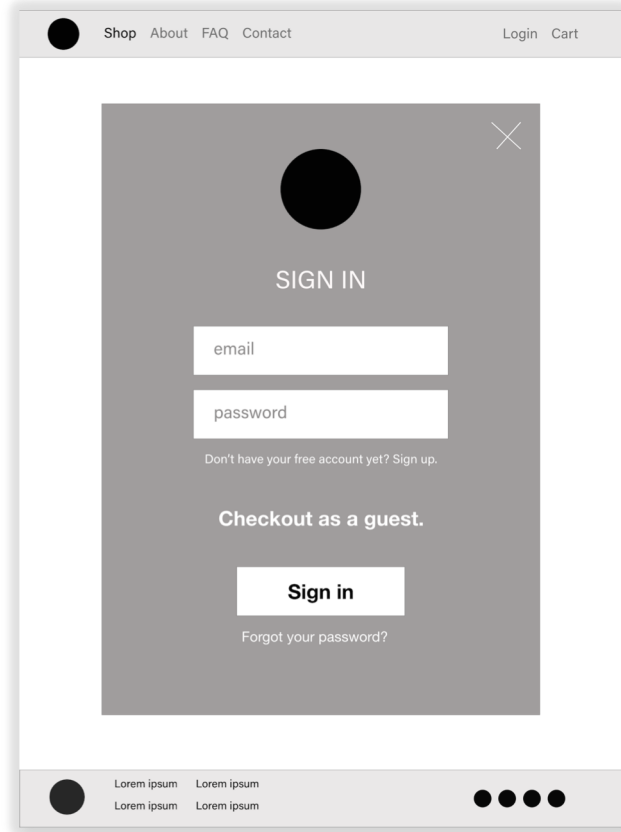- High-fidelity prototype
- Accessibility

Mockups

Based on the findings from the usability study, we have improved the design by by adding the *Check out as a guest* feature.

Before usability study

After usability study

Shop   About   FAQ   Blog   Contact   Login

SIGN IN

email

password

Don't have your free account yet? Sign up.

Sign in

Forgot your password?

Lorem ipsum   Lorem ipsum
Lorem ipsum   Lorem ipsum

Shop About FAQ Contact   Login Cart

SIGN IN

email

password

Don't have your free account yet? Sign up.

Checkout as a guest.

Sign in

Forgot your password?

Lorem ipsum   Lorem ipsum
Lorem ipsum   Lorem ipsum

Mockups

The Usability Study conducted on the high-fidelity prototype revealed the need to add more payment options, reorganize the checkout page to be easier to scan the page and to add same-day delivery option. Thus, the design has been improved by adding more functionalities.

Before usability study

After usability study

CHECKOUT

PERSONAL DETAILS

First name
John
Last name
Hammond
Email
jhammond@gmail.com
Phone
(202) 123-4567

SHIPPING DETAILS

Shipping method
Pick-up
Same-day delivery
Schedule delivery

Delivery day/time

Delivery address
Street address
1234 Court Pl
Zip code
12345
City
Arlington
VA

+ Add different billing address

PAYMENT METHOD

Credit/Debit card
Paypal
Apple pay
Google pay

Card number
1234 5678 9012 3456
Name on card
John Hammond
Expiry date
01/28
CVV
123

No tip   5%   10%
20%   15%   Other

Promo code
Welcome10   Apply

Total:
Cake $150
Tips $30
Shipping $20
Taxes $1.50

$201.50

Place order

Delivery $20
Pick-up   Free

Choose Day/Time:

Contact Information:
Name
Phone number
Email
Delivery address:

Choose tip:
No tip   15%
5%   20%
10%   Other

Promo code:
Apply

Payment information:
Card type*
Card number*
Expiry date*   CVV*
Name on card*

Order summary:
Cake $150
Tips $20
Shipping $20
Taxes $1.50

$191.50

Place order

Shop   About   FAQ   Contact   Login   Cart

Cakes   Cupcakes   About
Pies   Cookies   Contact
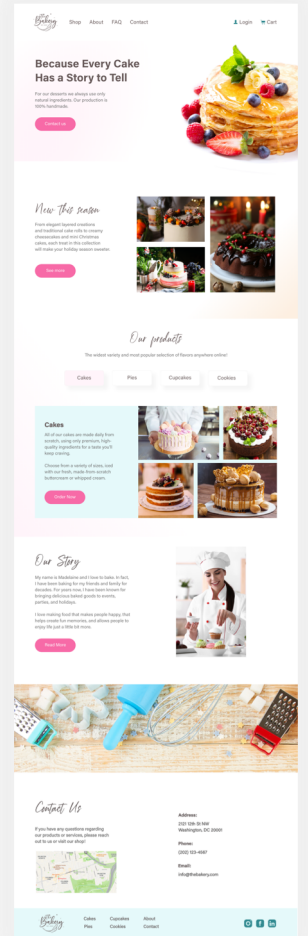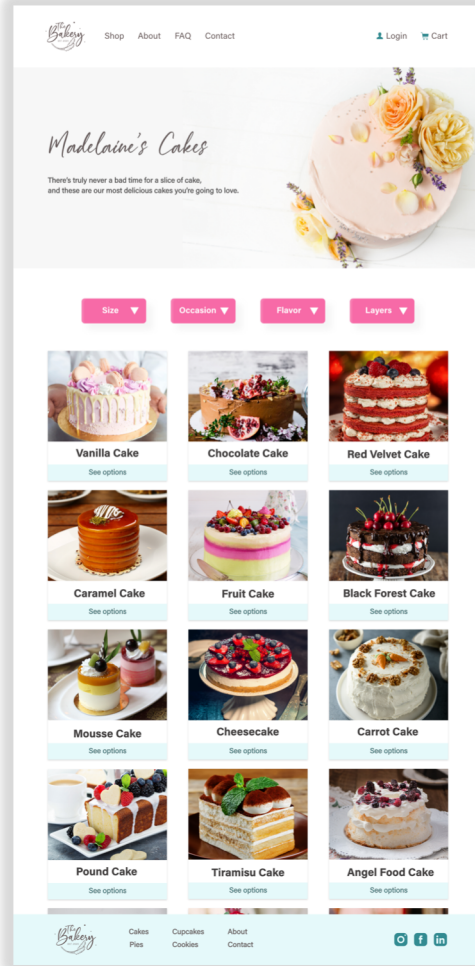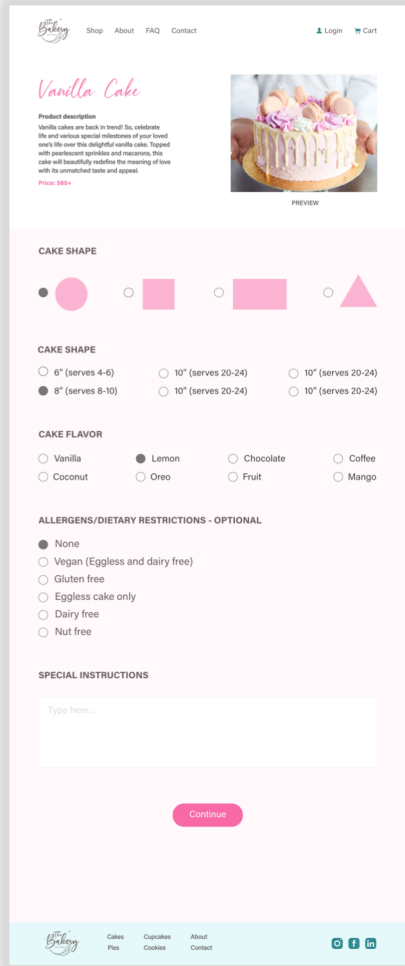
Mockups

Mockups
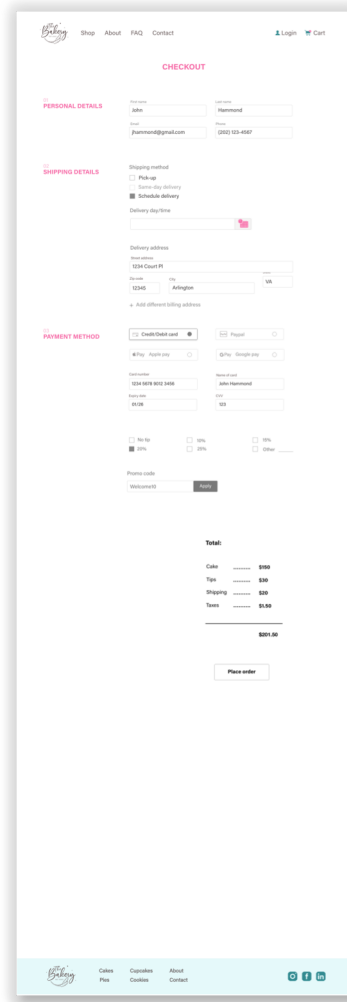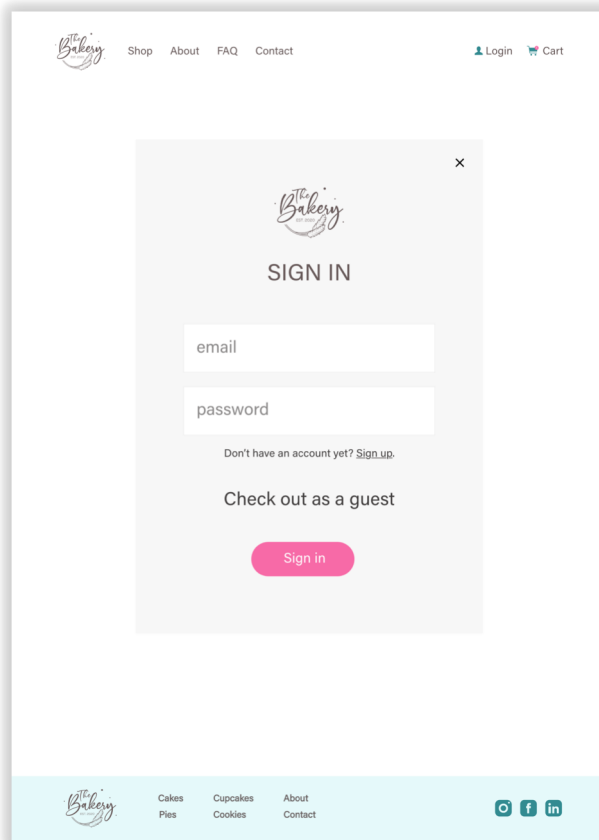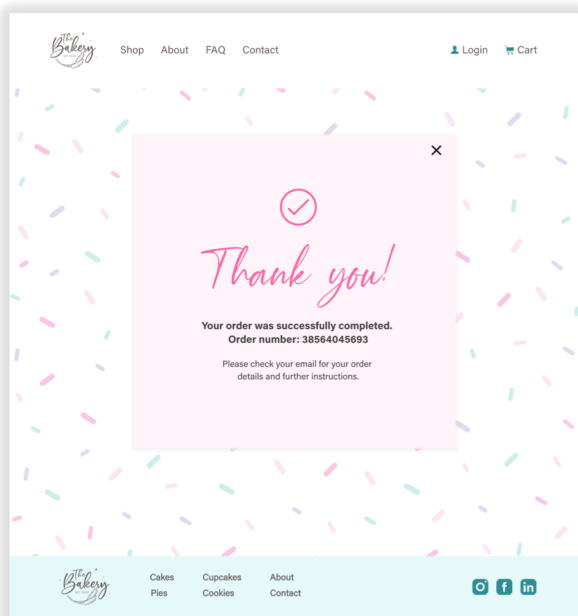
High-fidelity prototype

The [high-fidelity prototype](#) has reveled some more needs. The design has been improved accordingly.

High-fidelity prototype

Accessibility considerations

1

Design elements are large and distanced enough so that users can easily target them with the mouse or by touch.

2

Gestured are kept simple and consistent. Components are repeated across pages.

3

Appropriate color contrast ratios that are acceptable for most users. Text legibility is preserved by an adequate contrast between the font color and the background.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The Bakery turned out to be an awesome website where users can easily order custom cakes. The whole process is smooth and intuitive. The design is clean and simple, loaded with lots of eye-catching elements like images and icons. The warm colors and bold typeface complement the design.

What I learned:

Working on The Bakery was incredibly rewarding, I got to experiment with some new Adobe XD features, and narrow down my design process. It was quite challenging to create an ordering process for a product that allows customization. First, it was because of the limited knowledge I had about the baking industry and second, I had to keep in mind both the needs of users and of the business. Too much customization can be troublesome for the bakery, while very satisfying for the users.

Next steps

1

We would like to conduct some more research to find out if there are any other features users might need in the process.

2

Another testing we would like to conduct is related to the reordering process to make sure that this provides a great user experience too.

3

As people will use the website we are intending to collect feedback to make sure the website meets both users' and business's needs.

Let's connect!

Thank you for visiting alinadohotaru.com

Let's stay in touch:

Thank you!