Case study title

Chioma Okonkwo

Google

Project overview

The product

The bakery app is an app created to target users who live around Owerri who don't like the wait time and the bakery and those who would like a doorstep delivery due to their busy schedules.

Project duration:

April 2023-June 2023

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Project overview

The problem:

- Reduce the wait time that customers spend in the bakery.
- Help customers that have busy schedules get their orders without having to come to the bakery..

The goal:

The goal of creating The Bakery App is to help users have a seamless experience when making their orders..

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Project overview

My role:

Lead UX designer, UX researcher.

Responsibilities:

User research, wireframing, prototyping, Designing, Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

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Understanding the user

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

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User research: summary

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who don't have time to cook meals.
This user group confirmed initial assumptions about CC's Bakery customers, but research also revealed that time was not the only factor limiting users from cooking at home.
Other user problems included obligations, interests, or challenges that make it difficult to come to the bakery in person.

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User research: pain points

1

Time

Working adults are too busy to step out during breaks to get lunch..

2

Accessibility

Platforms for ordering food are not equipped with
assistive technologies

3

IA

Text-heavy menus in apps are often difficult to read and order from

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Persona: **Chisom**

Problem statement:

Chisom is a devoted

mum

who needs to get her

orders delivered at home

because she is too busy

with house chores at

home.

"I'm a devoted mum, wife and I'd do anything to make my family happy."

Chisom

Goals

- Satisfying every member of her family when ordering from the baking app.
- To balance reduce the number of chores she has to do daily at home.

Frustrations

- Having to explain to her youngest child what the names on the bakery menu looks like.
- She does not know all the Spanish names on the bakery menu.

Age: 42
Education: BSc. Social Studies Education
Hometown: Imo State, Owerri
Family: Leaves with husband, three children and husband's mum.
Occupation: Full-time Housewife

Chisom is a stay at home mother of three children, a twelve year old, Nine year old and a five year old. She lives with her husband and his aged Spanish mum. Chisom encounters difficulties when trying to go to the bakery to order. Especially for her mother in-law and five year old, who aren't familiar with the menu names. Chisom needs an app with a pictorial representation of the menu and a screen reader and translator to make it easier when ordering from the bakery app.

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User journey map

Mapping Somto's user journey revealed how helpful it would be for users who are too busy to go to the bakery in person to get their orders delivered to their doorstep.

Persona: Somto
Goal: To get her lunch on time at the office during lunch break

ACTION	Get App on phone	Browse Menu	Place Order	Complete Order	Pick up order
TASK LIST	• Check for the app on device App Store. • Install/download the app on device	• Browse through the menu • Select the menu of choice	• Add your selected menu to the online shopping cart • Crosscheck the order that was placed	• Confirm Order • Provide payment information • Provide the right address for delivery	• receive order from the delivery guy • Check that your order was correct and intact
FEELING ADJECTIVE	Anticipating seeing the name of the App pop up on the App Store. Relieved that the App exists.	Satisfied by the choices of items on the menu list. Disappointed by the lack of images on the display names of the menu list.	Anxious that the order wasn't placed right due to lack of pictures. Excited to place orders anyway.	Anticipating what and when the order will come. Disappointed of not being able to track her order.	Finally happy that the order came. Skeptical of if the order was rightly delivered.
IMPROVEMENT OPPORTUNITIES	Get a more catchy display for the App.	Provide search filter and picture images for menu list.	Provide search filter.	Provide a track menu Icon.	Provide option to tip in App.

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Starting the design

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

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Paper wireframes

Taking the time to draft
iterations of each screen of
the app on paper ensured
that the elements that made
it to digital wireframes would
be well-suited to address user
pain points. For the home
screen, I prioritized a quick
and easy ordering process to
help users save time.
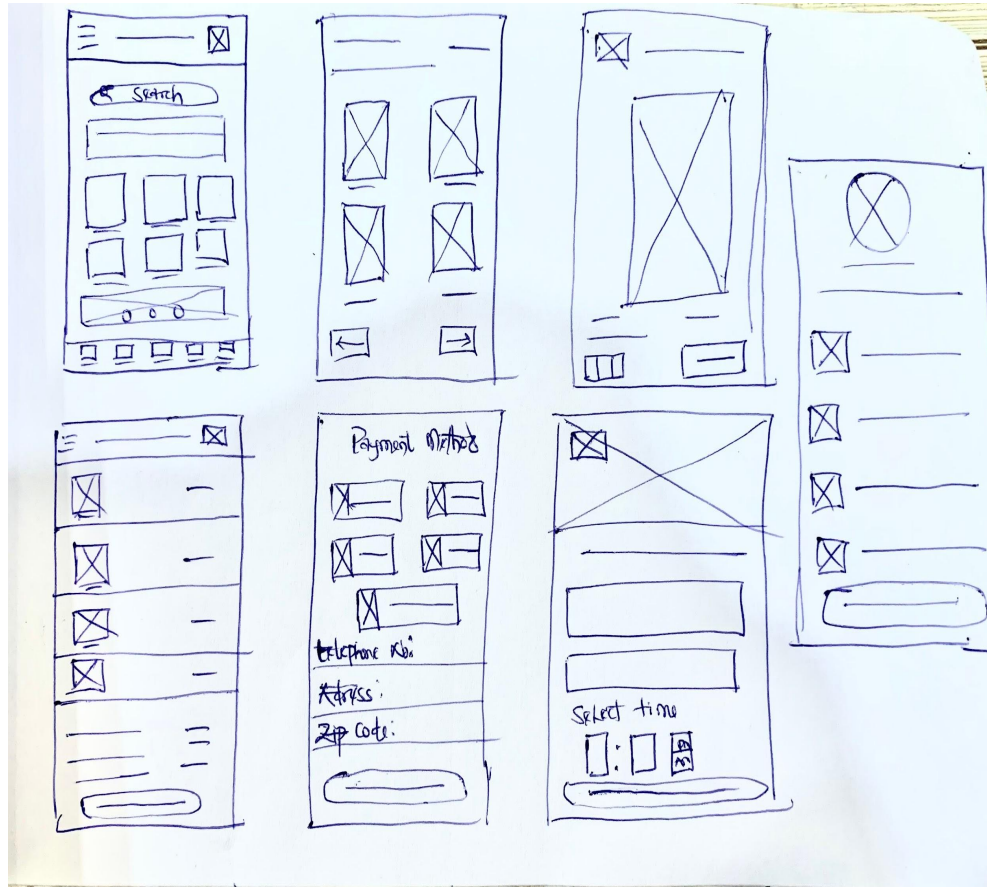
Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

This represents a pictorial representation of each category of order that the bakery offers.
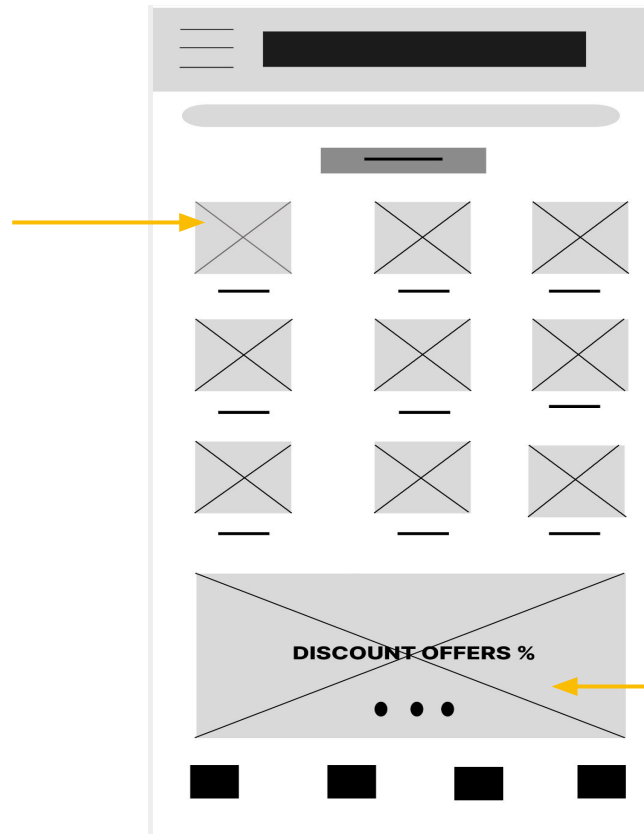
Available discount offers the bakery is offering.

DISCOUNT OFFERS %

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Digital wireframes

Delivery options was a key user need to address in the designs in addition to equipping the app to efficiently serve the customer's needs..

Screen that enables users to select their preferred mode of delivery.

Choose pickup method

Pickup

Home Delivery

Select time

AM

PM

ORDER NOW

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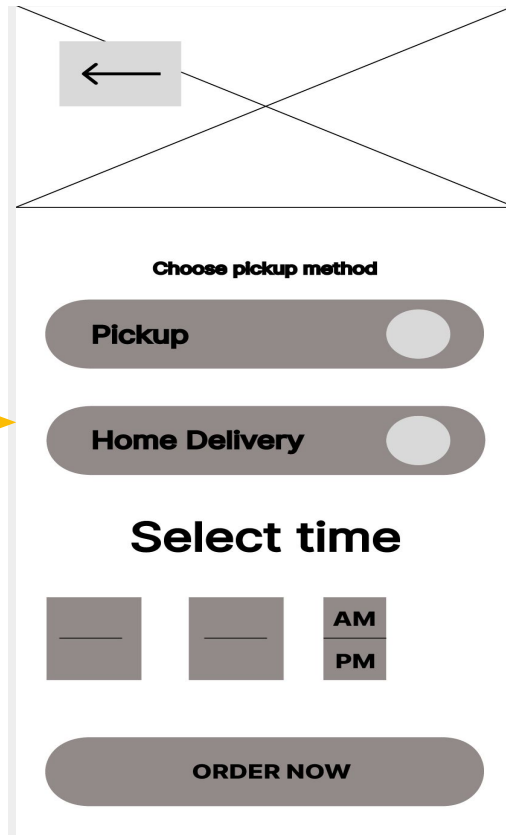
Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of building and ordering confectionaries, so the prototype could be used in a usability study with users.

View the CC's Bakery low fidelity prototype.

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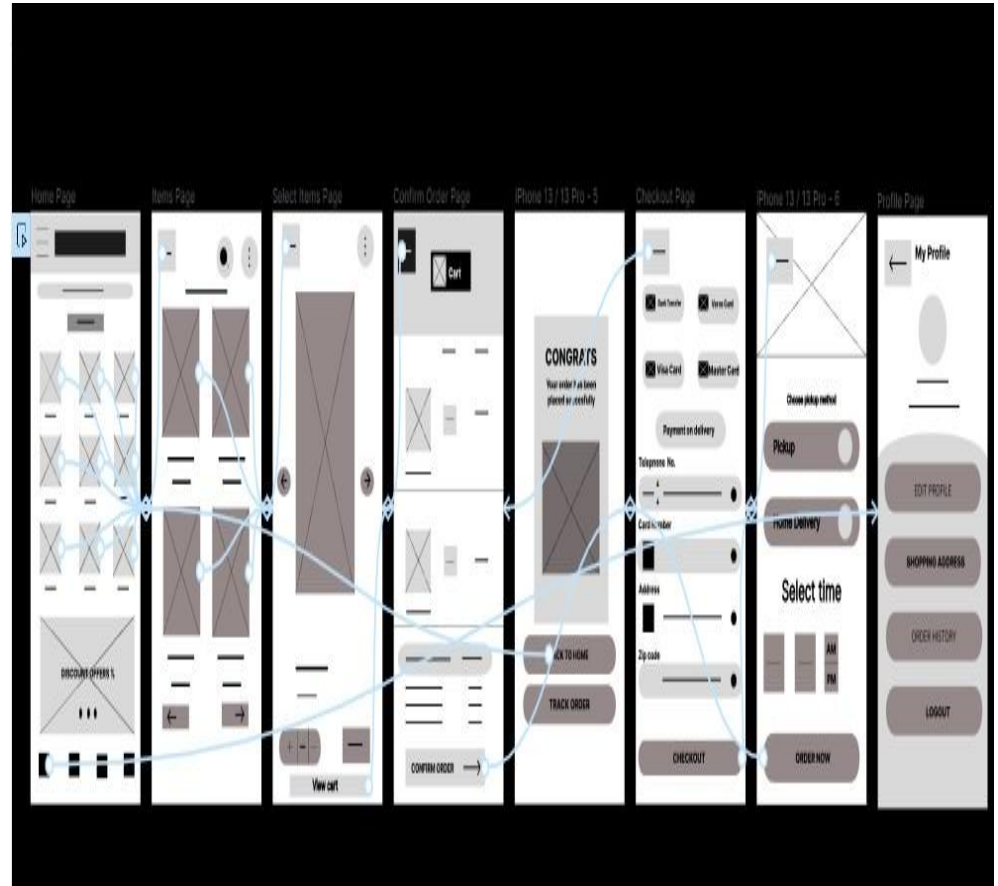
Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

1. Users want to get their orders in their comfort.

2. Users want to be able to pay on delivery.

3. Users want a less cumbersome process when making order.

Round 2 findings

1. Users need to confirm order before checkout.

2. Users need recurring payment and order information.

3. Users need for discount offers to be atop the menu on the Home Screen.

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Refining the design

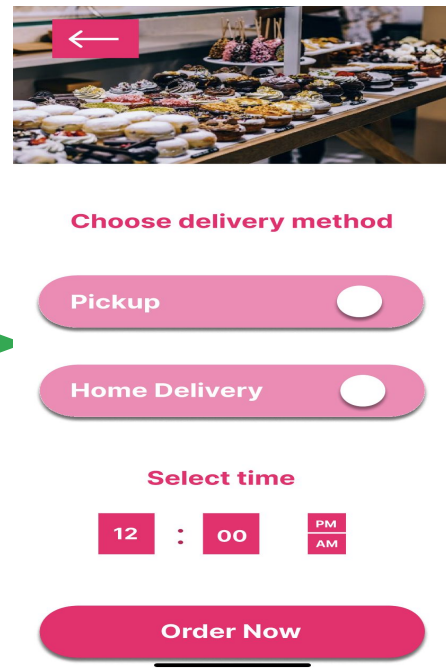- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

Early designs allowed for
some customization,
but after the usability
studies, I changed the color
for pickup and home
"delivery" to a "lighter
shade" of pink so users can
distinguish "Order Now" as
the final step.

Before usability study
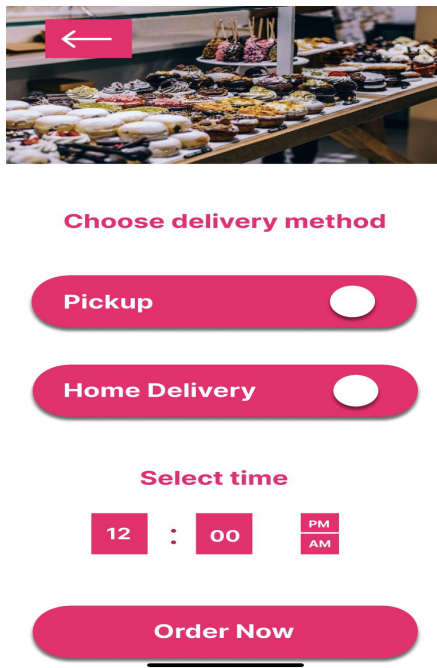
After usability study
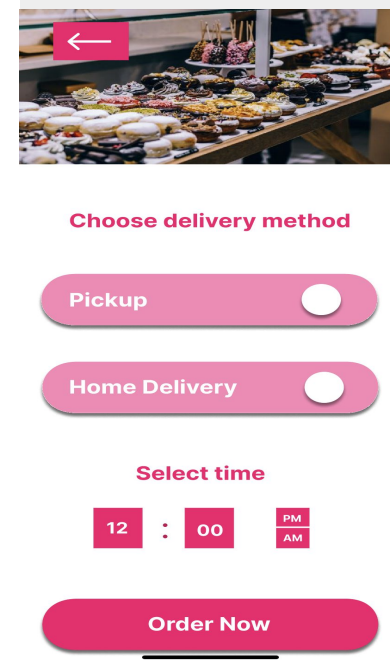

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Mockups

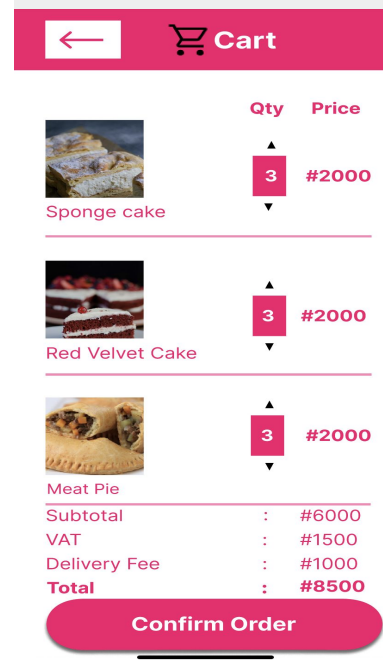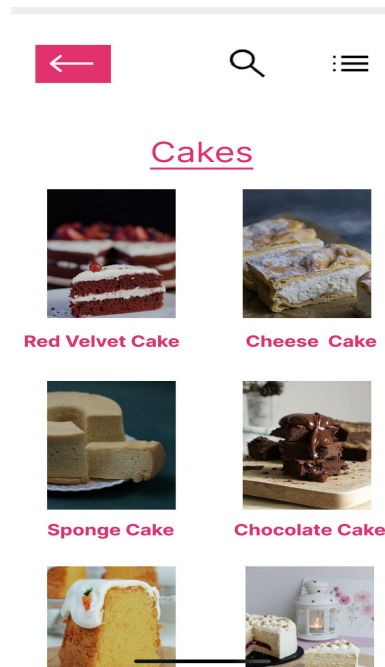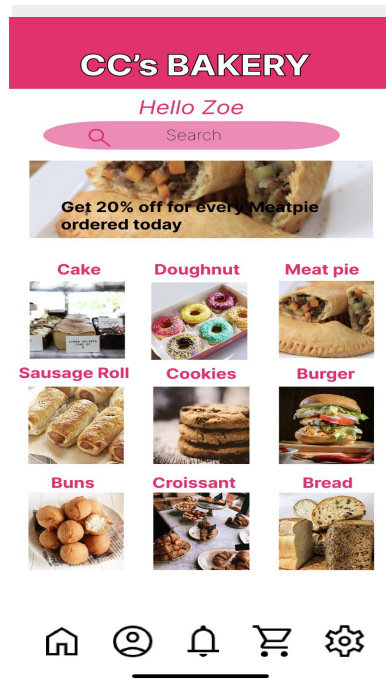[Your notes about goals and
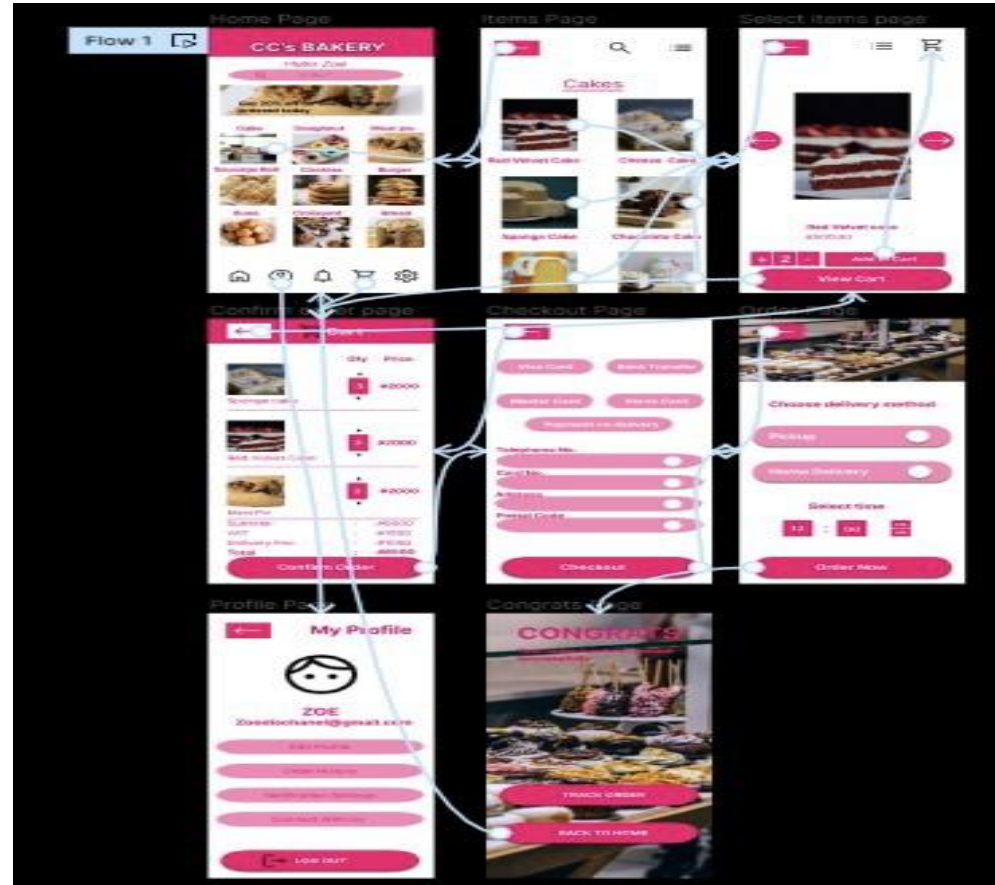thought process]

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Mockups

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for placing an order and checkout. It also met user needs for a pickup or delivery option as well as more customization.
View the CC's Bakery
High Fidelity Prototype

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Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for
screen readers.

2

Used icons to help make navigation easier.

3

Used detailed imagery for menus to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

The app makes users feel like CC's Bakery put their needs into consideration.

One quote from the feedback:

"*The app has saved me time to actually put in work at the office, I can get my exact order at my own convenience.*"

What I learned:

While designing CC's bakery, I learnt that taking a usability studies, helps finalize the app's design and a usability studies is very relevant

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Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

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Let's connect!

Thank you for your time reviewing my work on the Zia's Pizza app! If you'd like to see more or get in touch, my contact information is provided below.
Email: chomzy61@gmail.com