

Bakeify UX Research

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Project overview



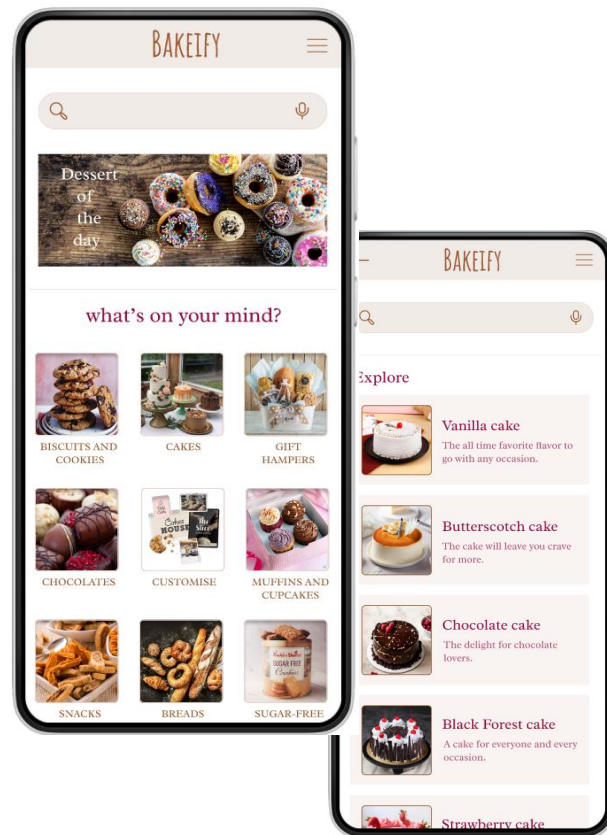
The product:

Bakeify is an e-commerce app for a bakery located in a metropolitan area. Bakeify strives to deliver fresh desserts, cookies and other baked products.



Project duration:

May 2023 to July 2023



Project overview



The problem:

1. To understand user needs.
2. To make user friendly app interface.
3. Accessibility.



The goal:

1. Reach new customers.
2. Improve customer experience.

Project overview



My role:

UX designer designing an app for a bakery from conception to delivery.



Responsibilities:

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

Understanding the user

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

User research: summary



I conducted primary research and created empathy maps to understand the user I'm designing for and their needs. A primary user group identified through research was graduating students and working adults who likes to order food online or don't have time.

Through the surveys, we gained valuable insights into users' motivations for purchasing bakery products online. Convenience emerged as a key driver, with participants highlighting the desire to save time and avoid the hassle of physically visiting a bakery.

User research: pain points

1

Lack of product's image

Users expressed frustrations when product images are missing or of low quality, as it made it difficult for them to assess the visual appeal and quality of bakery products before making a purchase decision.

2

Affordable prices

Users highlighted the importance of competitive and transparent pricing, as they were concerned about overpaying for bakery items compared to the other options.

3

User-friendly interface

Users struggled with complex and cluttered interfaces that made it challenging to navigate through different sections, locate desired products, and complete the purchasing process efficiently.

4

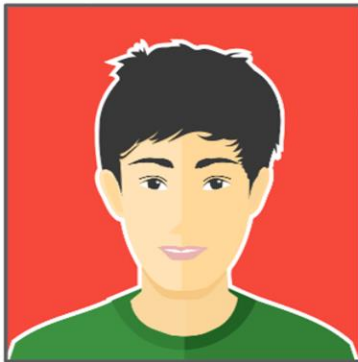
Help & customer service

Users encountered difficulties when seeking assistance or resolving issues related to their orders, leading to frustration and a lack of trust in the app's customer support, which affected their overall experience.

Persona: Joseph

Problem statement:

Joseph is an immigrant student who needs language translator in app because he finds difficulties from ordering in local languages.



Joseph

Age: 20

Education: Enrolled in online college

Hometown: Nairobi, Kenya

Family: Mother, father and younger sibling

Occupation: Full time student

"In the process of making better future"

Goals

- Balancing studies with hobbies and interests.
- To overcome language difficulties.

Frustrations

- Gets frustrated while communicating.
- Time management is difficult.
- Difficulties in finding the resources.

Joseph starts his day by reviewing his schedule. After completing his online class, he takes break for lunch, chill with family. At night, heads to night school to learn english. On weekends he likes to explore the neighbourhood. However, when he joins a local sports club he encounters language barriers. As Joseph's workload increases he finds it very difficult to manage studies and hobbies. Despite these, he remains determined to succeed.

User journey map

Mapping Zareen's user journey revealed how helpful it would be for users to have access to a dedicated bakery app.

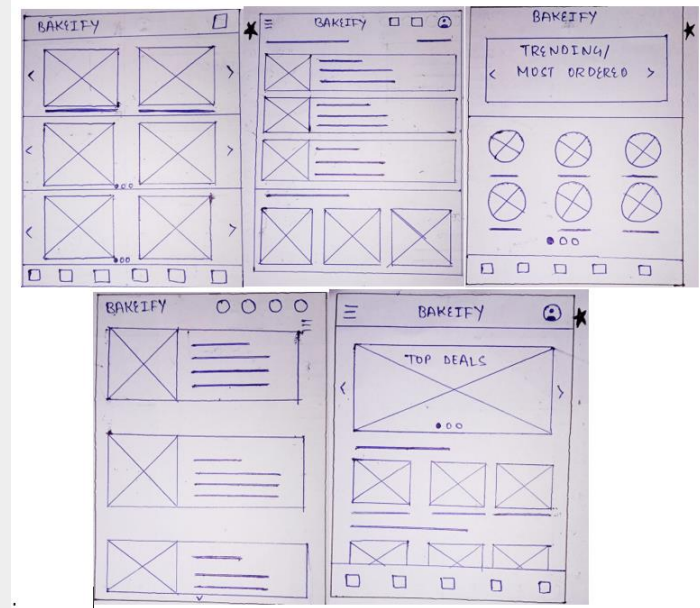
Persona: Zareen

Goal: To complete everyday task effectively.

ACTION	Check mails	Heads office	Opens app	Decide which product to order	Receives delivery
TASK LIST	Tasks A. opens phone. B. refresh mail C. checks mail one by one.	Tasks A. Picks outfit B. collects office supplies.	Tasks A. checks internet. B. login app	Tasks A. browse categories B. finalise product C. place information and place order	Tasks A. reaches destination on time. B. collects order.
EMOTIONS	energized,excited	Ready to work	Feels good to avoid waiting in lines.	Overwhelmed by the number of options.	motivated,achieved
IMPROVEMENT OPPORTUNITIES			Increase app responsiveness.	Provide simple check out flow.	Alarms when order is packed.

Paper wireframes

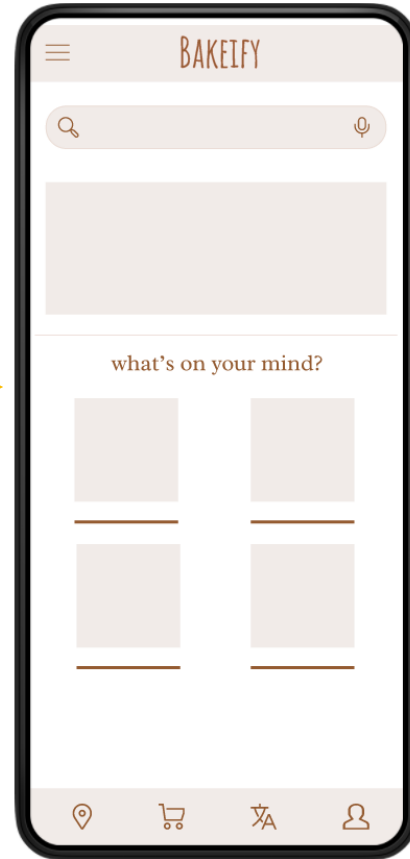
Taking the time to draft iterations of homepage of the app on paper to ensure that the elements that made it to digital wireframes would be suited to address user pain points.



Digital wireframes

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

Categorising the products in home screen makes it fast and easy for users to order.



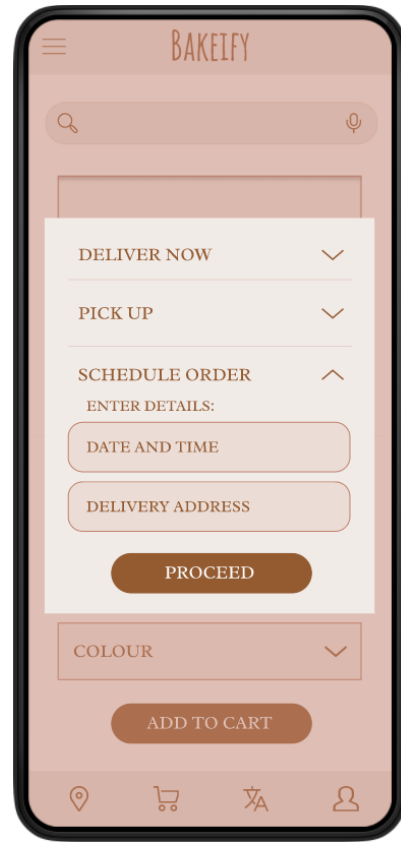
This button provide users a easy method to search.

This section in each screen allows users to easily access basic user actions.

Digital wireframes

Easy way to customize and schedule delivery were a key user need to address in design in addition to equipping the app to work with assistive technology.

Multiple ways for user to choose their desired delivery method.



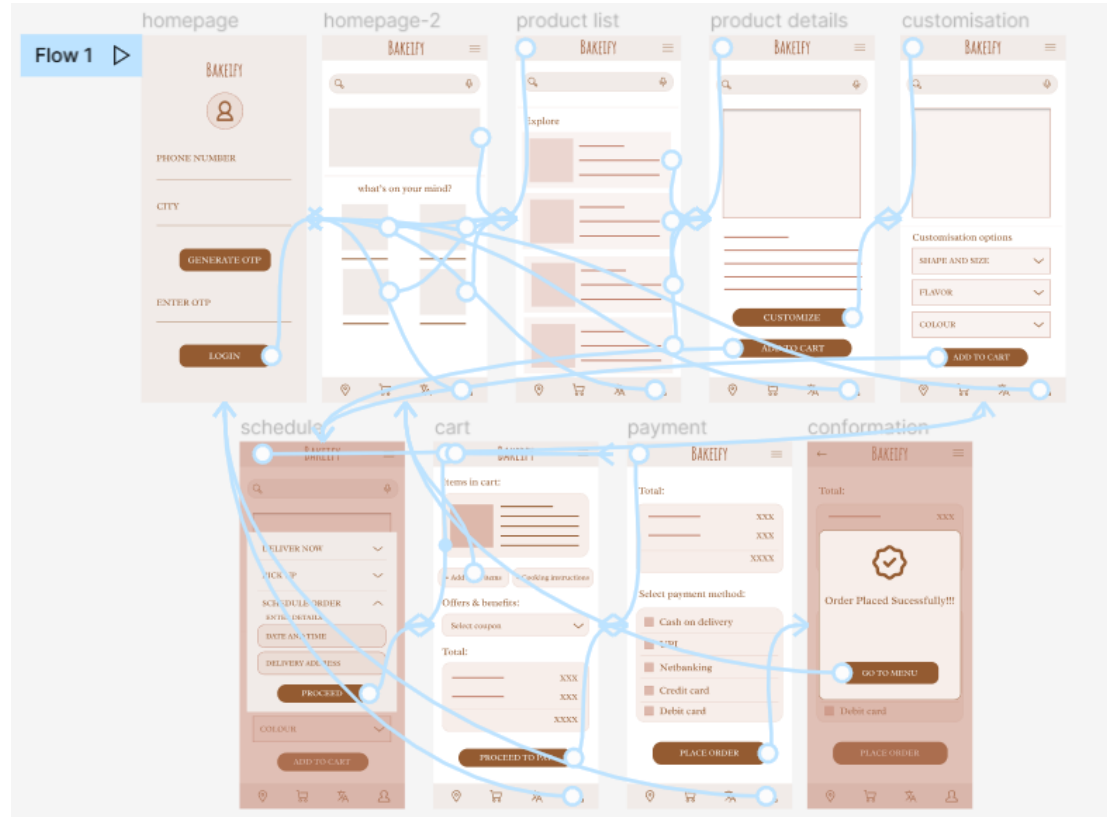
User can schedule his delivery in very few steps.

Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of customising and scheduling an order, so the prototype could be used in a usability study with users.

Link:

<https://www.figma.com/file/aghifc8KiPLRtGtGij6Job/Bakeify?node-id=0%3A1&t=fDQyE9Xbk5YHnGbZ-1>



Usability study: findings

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

Round 1 findings

- 1 The list view for scheduling is difficult.
- 2 The customization button is difficult to find .

Round 2 findings

- 1 The user flow is not interesting.
- 2 The checkout process has too many unnecessary steps.

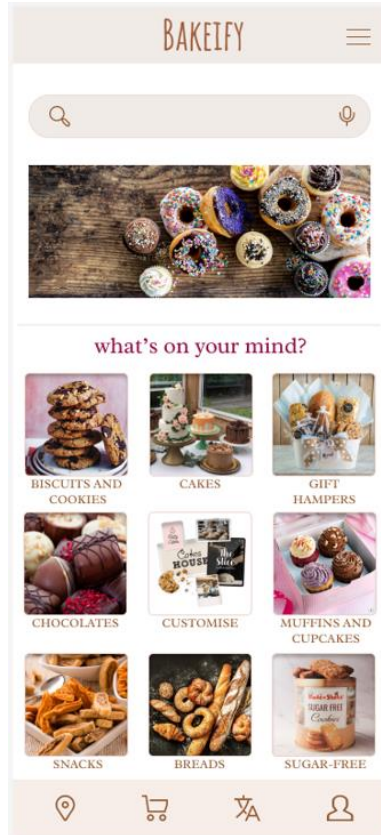
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

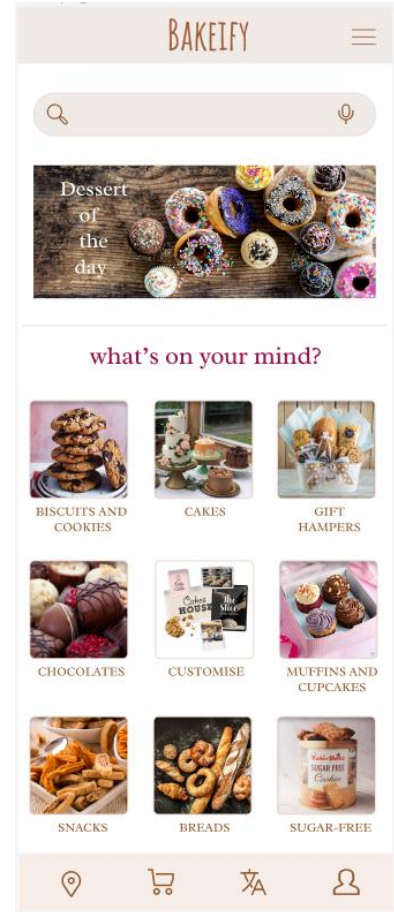
Mockups

The second usability study revealed frustrations with homepage. To streamline this flow, I **Increased the size of images** and also **Increased the space between images**.

Before usability study



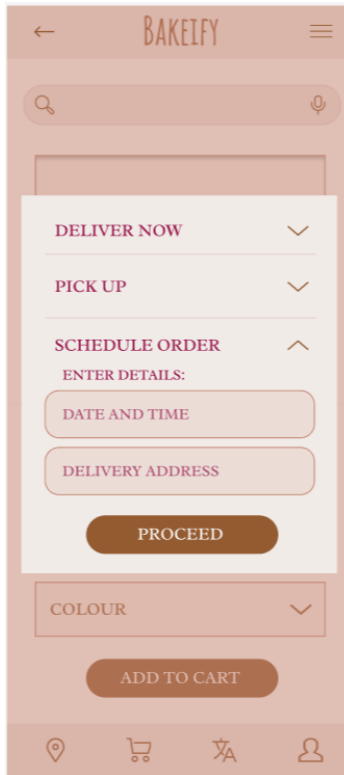
After usability study



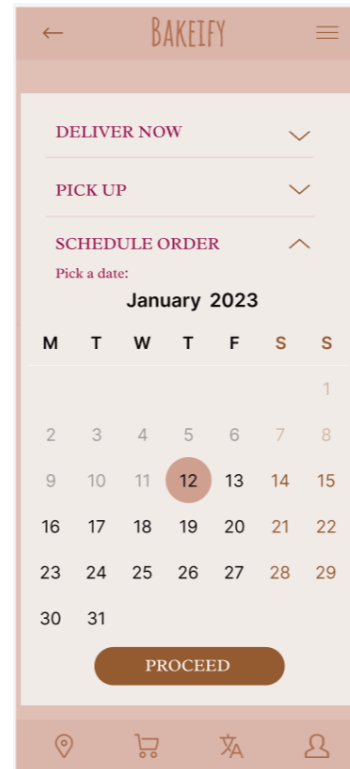
Mockups

The second most frustrated thing is to select date for scheduling in list view . So I **replaced the list view with calendar view** so that it is easier for the users to select the date.

Before usability study



After usability study



Mockups

BAKEIFY



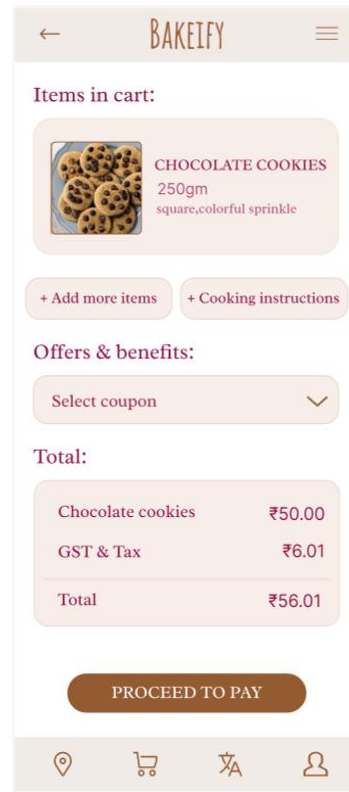
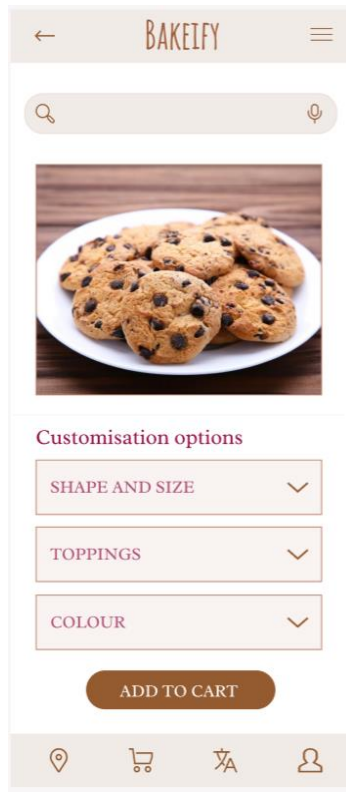
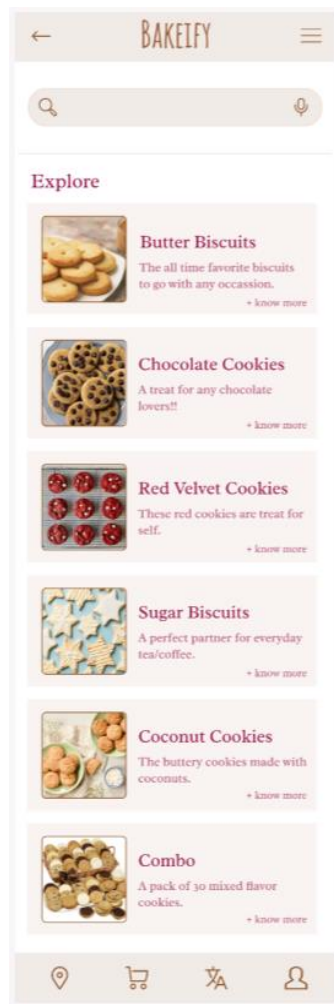
PHONE NUMBER

CITY

GENERATE OTP

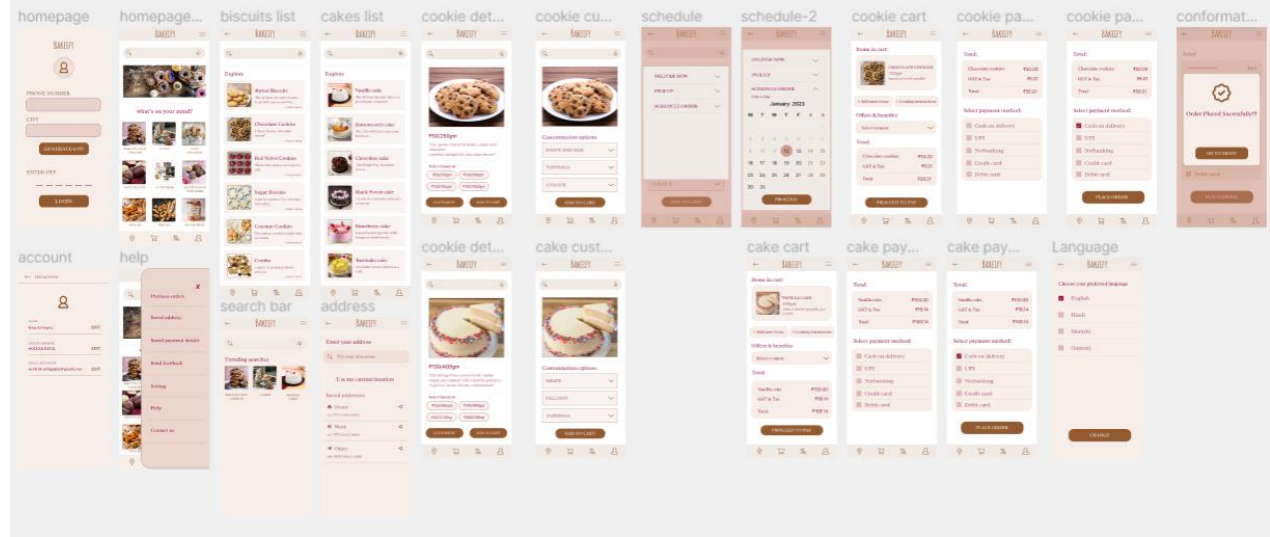
ENTER OTP

LOGIN



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for ordering bakery products. It also met user needs for a pickup, scheduling or delivery option as well as more customization.



Accessibility considerations

1

Color contrast

Use sufficient color contrast between text and background to ensure readability for users with visual impairments or color vision deficiencies. Aim for a color contrast ratio that meets accessibility guidelines.

2

Clear & consistent typography

Use legible fonts, appropriate font sizes, and clear spacing between letters and lines to enhance readability for users with visual impairments or reading difficulties.

3

Clear navigation & structure

Design the app with consistent and logical navigation structure, using headings and subheadings to aid users with cognitive disabilities and screen reader users in easily navigating and understanding the app's content.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Bakeify really thinks about how to meet their needs.



What I learned:

While designing the Bakeify's app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's design.

Next steps

1

Conduct another round of usability studies with users who ordered from Bakeify.

2

Conduct more research for future iterations and to determine any new areas of need .

Let's connect!



Thank you for reviewing my work on the Bakeify app! If you'd like to see more or get in touch, my contact information is provided below.

Email: khushigupta6434@gmail.com

Thank you!