Redefined Problem Statement:

Customer satisfaction is hampered by the lack of a variety of healthy cake options in conventional bakeries. Due to bakery locations and transportation congestion, customers who want cakes with less sugar and cream run into difficulties. This issue arises from traditional bakeries not catering to consumers' preferences for healthier options. To meet client expectations and promote repeat business, bakeries need to provide personalization and give priority to cake options that are health-conscious.

Background:

Health-conscious awareness and dietary choices have led to a shift in cake preferences, with traditional bakeries struggling to meet these needs. Traditional cake offerings are limited by location, traffic congestion, and cost concerns. A solution is needed to cater to health-conscious cake preferences, ensuring affordability, punctual delivery, and high-quality taste.

Relevance:

The problem of limited health-conscious cake options in traditional bakeries is critically relevant. A bakery cloud kitchen can address customer dissatisfaction by offering personalized, cost-effective, and efficient services. Traditional bakeries often prioritize indulgent cakes, highlighting the need for a solution that caters to health-conscious lifestyles and market trends, ensuring long-term success.

Backup Data:

In the customer interview, key expectations and preferences for bakery products emerged, primarily driven by health-conscious choices. Customers seek cakes with reduced sugar and cream content, with concerns about bakery location and the cost of online cake delivery. Convenience and personalization are paramount. The bakery employee interview emphasized customer expectations for good quality, the willingness to pay for premium cakes, and a strong preference for unique, diverse cake options. Customers desire novelty and customization, underscoring the importance of continually innovating the bakery's offerings to meet diverse customer expectations and encourage repeat business.

According to the responses we received, 88.6% of people want nutritional data mentioned on the cake box, 85.3% give importance to personalized cake that aligns with their dietary needs and preferences. When it comes to flour type, 20% opt for all-purpose flour, 28.6% for whole wheat flour, 17.1% for gluten-free flour and 31.4% for lactose-free alternative (almond flour or coconut flour)

Solution:

A user-friendly online platform would be one solution to the challenge of limited health-conscious cake selections. On an interactive platform, this platform would offer a wide selection of cakes with reduced sugar and cream, allowing customers to effortlessly personalise their cake orders based on their dietary requirements. The bakery cloud kitchen may discover customer preferences and personalise their offers based on data-driven insights. Customers would benefit from efficient delivery services, including cost-effective and on-time solutions. The bakery cloud kitchen can address this issue, exceed customer expectations, and build customer loyalty by prioritising different and health-conscious cake selections, all within the context of an online bakery experience.

Benefits:

* By aligning with health-conscious preferences and offering a wide variety of cake options
* The online platform provides a convenient way for customers to personalize and order cakes from the comfort of their homes, eliminating the need to visit a physical bakery
* This option not only meets customer demands but also attracts a broader customer base, leading to increased sales and revenue
* Providing efficient and punctual delivery services ensures that customers receive their orders on time

Feedbacks on Prototype:

Positive feedbacks: Eye Catching interface, Easy to navigate

Negative feedbacks: More flexibility in managing users and segregation

Improvements: Randomization, Recommendations, Special offers, Subscriptions, Free gift based on discounts and offers