



UX Presentation

Sprinkles



**MAY 12TH 2023
CODETALK- MODULE 6**

Team Members

- Karla M.
- Emily B.
- Leslie B.
- Alejandra S.
- Monica D.





Challenge

Sprinkles would like to improve the shopping experience on their desktop website and reduce the number of calls made to store locations.



User Research

Competitive & Comparative Analysis

Takeaway:

- The challenge was completed on the Sprinkles.com. Team was unable to complete the challenge on comparative websites.
- Although the Challenge was completed on Sprinkles.com, the users faced significant interface issues which were absent on comparative

Heuristic Evaluation Summary

Main Pain Points:

- There is no way for the user to edit their cart in the ordering process
- The optional choices under "decorate your box" do not have prices next to them, even though each choice is an additional charge.
- The opt-in for future promotions confuses customers



[Wireframes #1 \(Optional Choices\)](#)

[Wireframes #2 \(Edit Button\)](#)

[Wireframes #3 \(Checkbox Option\)](#)

[Competitive & Comparative Analysis](#)

[Heuristic Evaluation](#)

User Persona



Veronica Moore

Statistics

- Veronica is a 30 year old single Fur Mom living her best life in Los Angeles, CA.
- Veronica is a full time Interior Designer who enjoys volunteering as a kids' educator.
- Veronica is a happy-go-lucky, free spirit, with a killer sweet tooth.

Goals and Needs

- Aspires to design her own cafe and pastry bakery.
- Has a habit of visiting new businesses to find inspiration.
- Her lifestyle is quite busy, so she appreciates great service with convenience, minimalism and clarity.
- Through her work she is expert at designing through visuals and she strongly implements the need for prototypes before committing to any investment.

Pet Peeves

- Wasting Time
- Making calls for online discrepancies.
- Hidden Fees
- Spam E-Mails

Personality

Trait	Percentage
Introvert	43%
Extrovert	57%
Intuitive	99%
Observant	10%
Thinking	59%
Feeling	41%
Leader	63%
Team Player	37%
Turbulent	13%
Assertive	87%

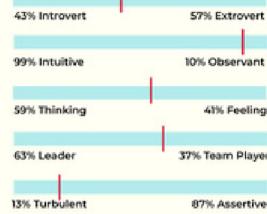
Brands



“

I am a passionate individual who enjoys meeting new people. I find inspiration in everyday activities that allow me to think outside the box, which is ideal in my job field. I am always on the go, so I appreciate minimalism and to the point. I love coffee and a good pastry.

Personality



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Brands



Pink Blue Pastel Playful Fashion Collection Presentation 16:9

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User Testing

AUTHOR	Sprinkles Group	CONTACT DETAILS	Sprinkles Slack Channel	FINAL DATE FOR COMMENTS	5/11/2023
PRODUCT UNDER TEST	What's being tested? What are the business and experience goals of the product?	TEST OBJECTIVES	What are the goals of the usability test? What specific objectives will be assessed? What hypotheses will be tested?	PARTICIPANTS	How many participants will be recruited? What are their key demographic details?
Sprinkles website is what is being tested. The overall goal is to improve the site functionality and user order experience.	Populate customer frustration and satisfaction, and identify issues within the checkout process.	TEST TASKS	What are the test tasks?	TEST TASKS	Participants mock ordered 12 Birthday Cupcakes.
Business Case	Why are we doing this test? What are the benefits? What are the risks of not testing?	EQUIPMENT	What equipment is required? How will you record data?	RESPONSIBILITIES	Who is involved in the test and what are their responsibilities?
Sprinkles would like to improve the shopping experience through desktop website and reduce the number of calls made to store locations.	Test will answer questions about whether or not customers can complete the entire ordering process from start to finish, and also identify what problems may prevent them to make calls to stores.		Internet access, pencil, paper, stopwatch.	LEADS & MONITOR	Leanne & Monica were the lead researchers.
PROCEDURE	What are the main steps in the test procedure?			EMILY & ANDREA	Emily & Andrea were the mock interview participants.
	Brainstorm & Collaboration.	Outline responsibilities.	Conducting Interviews.	KATIE	Katie was the master of time and clicks.
	Come up with interview questions, & hypothesis.		Started mock-order testing.		
			Follow-up questions.		
				LOCATION & DATES	Where and when will the test take place? When and how will the results be shared?
					May 11, in class between the times of 11am-1pm. Results will be presented orally in our stand-up and via forms & docs.

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SCENARIO

Order one dozen cupcakes for a birthday party on Sprinkles.com.

MAIN TAKEAWAYS

Although the cupcakes were ordered successfully, significant barriers and several pain points in the ordering process were encountered on the website before the user objective could be completed.

User Ability Test Plan

Problem

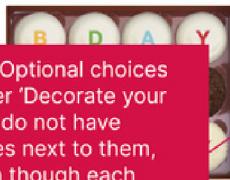


GIN REGISTER

PICKUP: BEVERAGE GIN REGISTER

PICKUP: BEVE

Bday Bday Bday Box



The Optional choices under 'Decorate your box' do not have prices next to them, even though each choice is an additional charge.

Decorate your box (Optional)

- ✓ Select Sticker
 - Happy Birthday Gift Wrap
 - HAPPY BDAY Pink/White Sticker
 - HAPPY BDAY Red/Green Sticker
 - XOX Sticker

Add a Gift Message

0 / 150

ADD TO CART

Include the price of additional charges next to optional decoration choices.

Bday Bday Bday Box



Decorate your box (Optional)

- ✓ Select Sticker
 - Happy Birthday Gift Wrap (+\$4.00)
 - HAPPY BDAY Pink/White Sticker (+\$0.50)
 - HAPPY BDAY Red/Green Sticker (+\$0.50)
 - XOX Sticker (+\$0.50)

Add a Gift Message

0 / 150

ADD TO CART

Nutrition

FAQ

Terms of Service

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Nutrition

FAQ

Terms of Service

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Optional Choices Prototype

Problem

Solution

Shopping Cart

Bday Bday Bday Box
Gift Message: happy bday codetalk - 1 +
\$65.00

Total \$65.00

There is no easy way for the user to edit their cart.

ORDER MORE CHECK OUT

Shopping Cart

Bday Bday Bday Box
Gift Message: happy bday codetalk - 1 +
\$65.00

Edit Remove

Total \$65.00

Include the "edit" button in order to make it easier for the user to find. Also include the "remove" button in case the user does not know that the "X" is at the right top corner.

ORDER MORE CHECK OUT

Cart Prototype

Problem

Solution

Checkbox Prototype

Problem: Add me to the list for updates on new flavor launches, product releases and more!

Solution: Users should be given the opportunity to voluntarily opt-in to "update on new flavors, products releases and more!". In this case users have to be diligent and un-click to avoid spam e-mails from Sprinkles.

Problem: Different Receiving Guest?

Solution: Giving users the opportunity to manually Opt-In for updates promotes freedom of will and decreases upset customers that do not wish to receive unsolicited Sprinkles e-mails.

Next Step

Following the preceding testing, the following actions are advised as next steps:

Consider removing the X button after adding a "edit" or "remove" button because it is very faint and difficult to read in the corner of the order preview when evaluating the order before checkout.

The hover action line beneath the apply promo button at checkout is incorrect and does not vanish when the user is not hovering.



