Design a Scheduling App for a Bakery in your home town

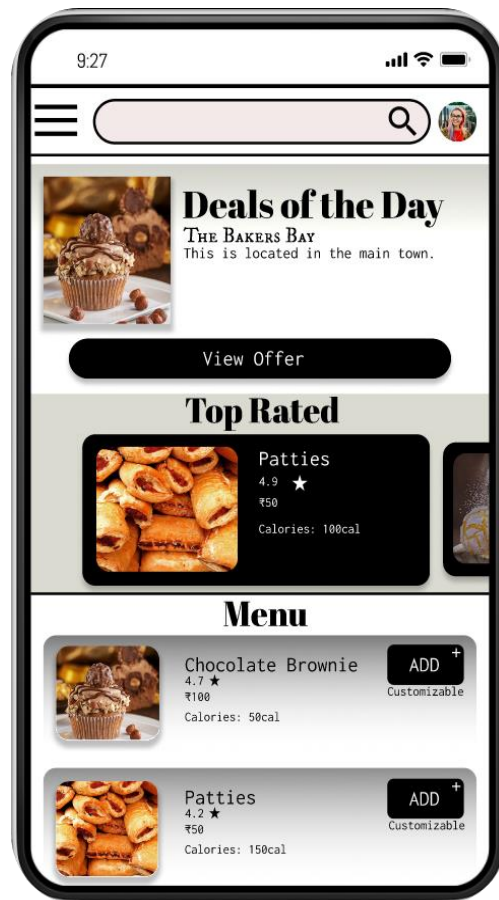Neelesh Kumar Sharma

Project overview

The product:

A Scheduling App for a Bakery in my Hometown which I created using Figma. Through this app user can schedule a time during which they can pick up their order from the bakery. This app is intended for people those who have shortage of time.

Project duration:

February, 2023 to April, 2023

Google

Project overview

The problem:

Time wastage at the bakery shop for preparing the order.
Items getting out of stock and the customers return without buying anything.

The goal:

This app will let users place an order and schedule their pickup time.
In this way they can check if the items are there and get their desired food items without any delay.

Project overview

My role:

Lead UX designer, UX researcher, etc.

Responsibilities:

1. User research.

2. Wireframing.

3. Prototyping.

4. Checking for accessibility.

Understanding the user

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

User research: summary

I conducted a research in which I thought of people that will benefit from it and divided the users into two personas.
My assumptions were that I will make app that will be short and concise.
As I started building the app, the more and more I understood about different users and their needs, the more complex design it started to form.

User research: pain points

1

Pain point

To keep the app simple.
I would have to take
special care so that my
designs might not
become difficult for
users.

2

Pain point

The language and the
text used should be
undestood by all users.
I have to be very careful
about the language that
I am using and whether
it provides valuable
information.

3

Pain point

Proper colors with
proper images should be
placed in the app so that
it is easy to navigate.
The color contrast and
the right image at right
place should be
maintained.

4

Pain point

User accessibility so that
all users can use the
app.
I have to consider
persons with disability
also as they also
contribute to the user
base and they will also
use the app.

Persona: **Neelesh**

Problem statement:

Neelesh is a Software engineer at a tech-firm who needs his favorite pastries ready so that he can just pick them from bakery because he loves pastries and also want to make productive use of his time without wasting it.

"Like to save time and be as much productive as I could be and focus on building my career."

Neelesh

Age: 22
Education: Bachelor
Hometown: Odisha
Family: Single
Occupation: Software Engineer

Goals
- Be a successful engineer and gain as much experiences as he can.
- Schedule his time in the right direction for better productivity.
- To give time for his sporting activities and gym .

Frustrations
- He don't like wasting his time for searching a product.
- He don't like things that waste his time and money.
- He likes eating and tend to become angry if the food doesn't meet expectations.

Neelesh works as a Software Engineer in a tech firm. He likes to eat pastries and donuts from a local pastry shop nearby. He don't like to waste time on things that does not provide him productivity. He is choosy and wants the best food. He doesn't like compromises with his food. He loves natural and fresh foods.

Persona: **Sia**

Problem statement:

Sia is a Dancer /Choreographer who needs her favorite patties before they become out of stock because she likes eating patties and cannot miss it.

"Like to enjoy varieties in cuisine without being harsh on my budget. I like spending time in nature and understanding it."

Sia

Age: 30
Education: High School
Hometown: Karnataka
Family: Married
Occupation: Dancer

Goals
- Take care of her children.
- Provide her family with nutritious and healthy food.
- To control family expenses by being tight on the budget.
- Take dance classes regularly.

Frustrations
- Feed family with good food but tight on budget.
- When children doesn't follow her order , she becomes angry.
- Likes eating patties but it becomes annoying if the patties aren't available.

Sia is a dancer and takes dance classes at her home. She did not wanted to study after school so she became a dance teacher and now she has a family whom she want to take care by providing healthy food. She runs her house on a tight budget and wants to have things accordingly. She loves patties and want to have them often but she doesn't like if they aren't available.

User journey map

This journey map depicts how the user performed the actions given to him.

Persona: Neelesh

Goal: Order his favorite pastries and get it without wasting time.

ACTION	DOWNLOAD APP	PLACE ORDER	TRACK ACTIVITY	GET THE PASTRY	REVIEW
TASK LIST	Tasks A. Search for the local bakery app. B. Search it on play store. C. Download the app.	Tasks A. Go to the pastries section. B. Select favorite pasty. C. Order the pastry.	Tasks A. After paying check for the status. B. How much time will it take.	Tasks A. Get the notification the pastry is ready. B. Go to the bakery to pick it up and have it.	Tasks A. Check if the pastry is the one that was ordered. B. Have the pastry. C. Rate the pastry based on the taste.
EMOTIONS	Happy to see the bakery he liked to be available online.	Delighted seeing various pastries. Could not wait to order the pastry.	Tempted to have the pastry, seeing time and again the status of order.	Anxious about the order.	Share his opinions as he haves the pastry.
IMPROVEMENT OPPORTUNITIES	Provide quick login options.	Your favourites option.	Every detail about the thing being performed at the bakery.	Quick service at the pickup area.	Short and crisp survey.

Starting the design

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

Paper wireframes

Taking time to draft iterations of each screen on paper ensured that element that made it to digital wireframes would be best suited for user pain points.
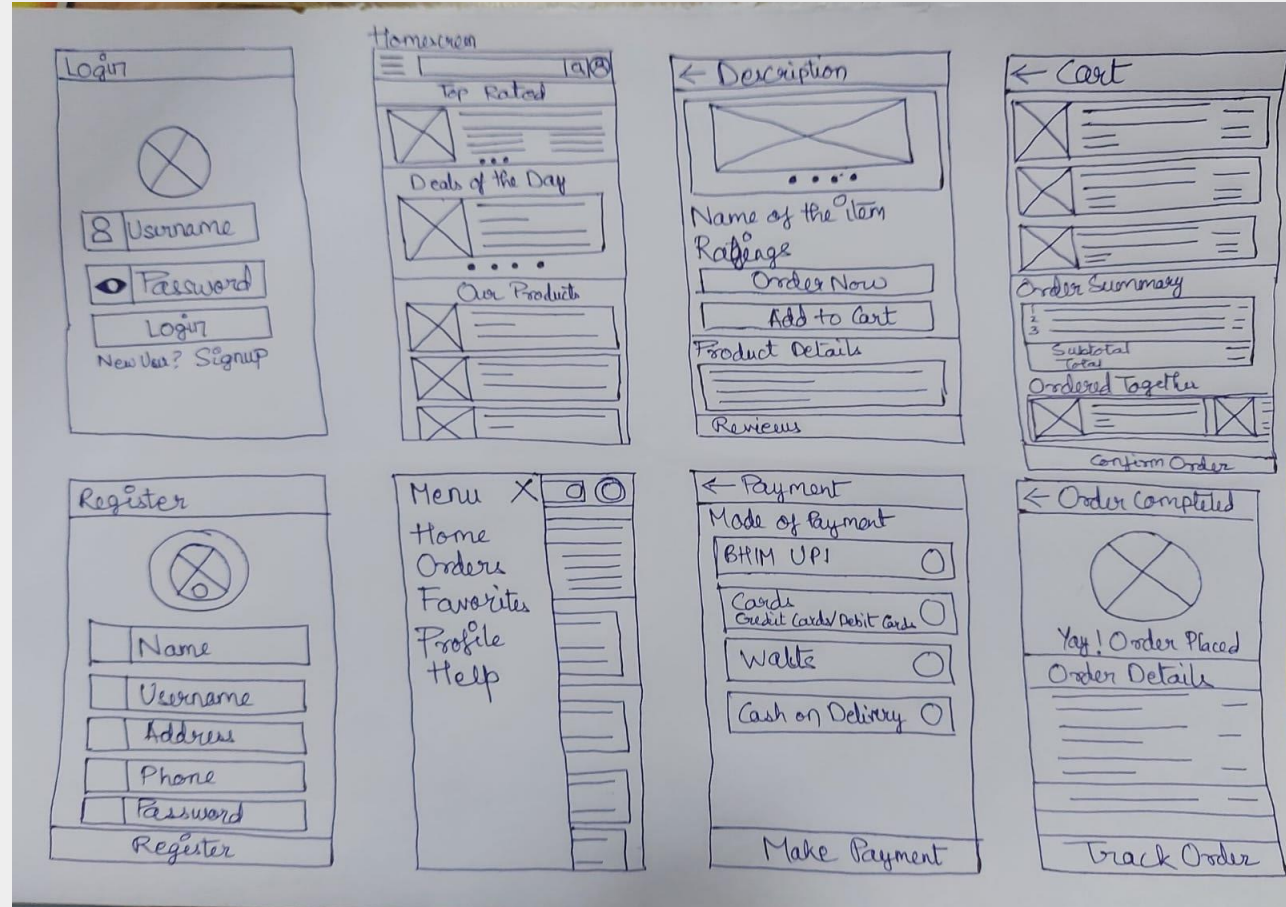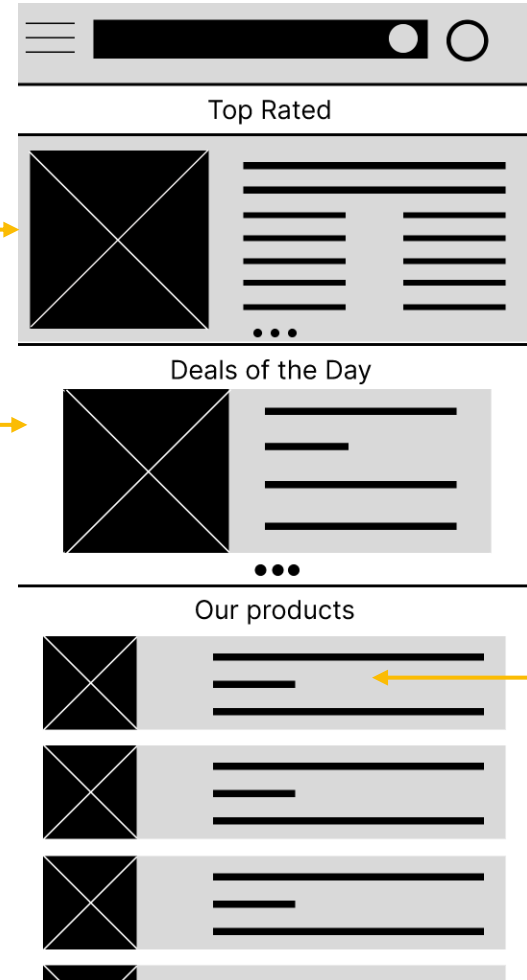
Digital wireframes

My goal was to make the user understand the dishes being sold here at the first screen of display. This helps user not to waste time and stick to what is needed.

This shows the top rated dishes. Users can see for the best dishes available in the store

Shows the Deals of the Day. Users can find the dishes which are special for today.

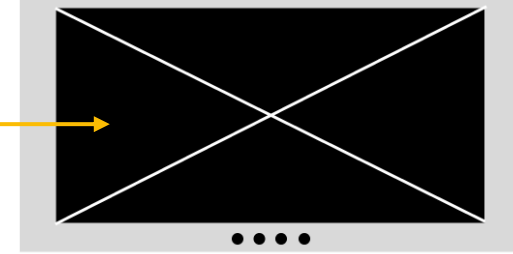Shows the available dishes. Users can scroll through this to see the bakery's menu.

Top Rated

Deals of the Day

Our products

Digital wireframes

The Description page should always show all the required details about the dish item so that the user may not may any doubts left before ordering.

← Description

Name of the item
Ratings

Order Now

Add to Cart

Product Details

Reviews

Through this user can see the dish pictures from various angles.

Through this user can order or add to cart the dish they want.

Through this user can go through the product details.
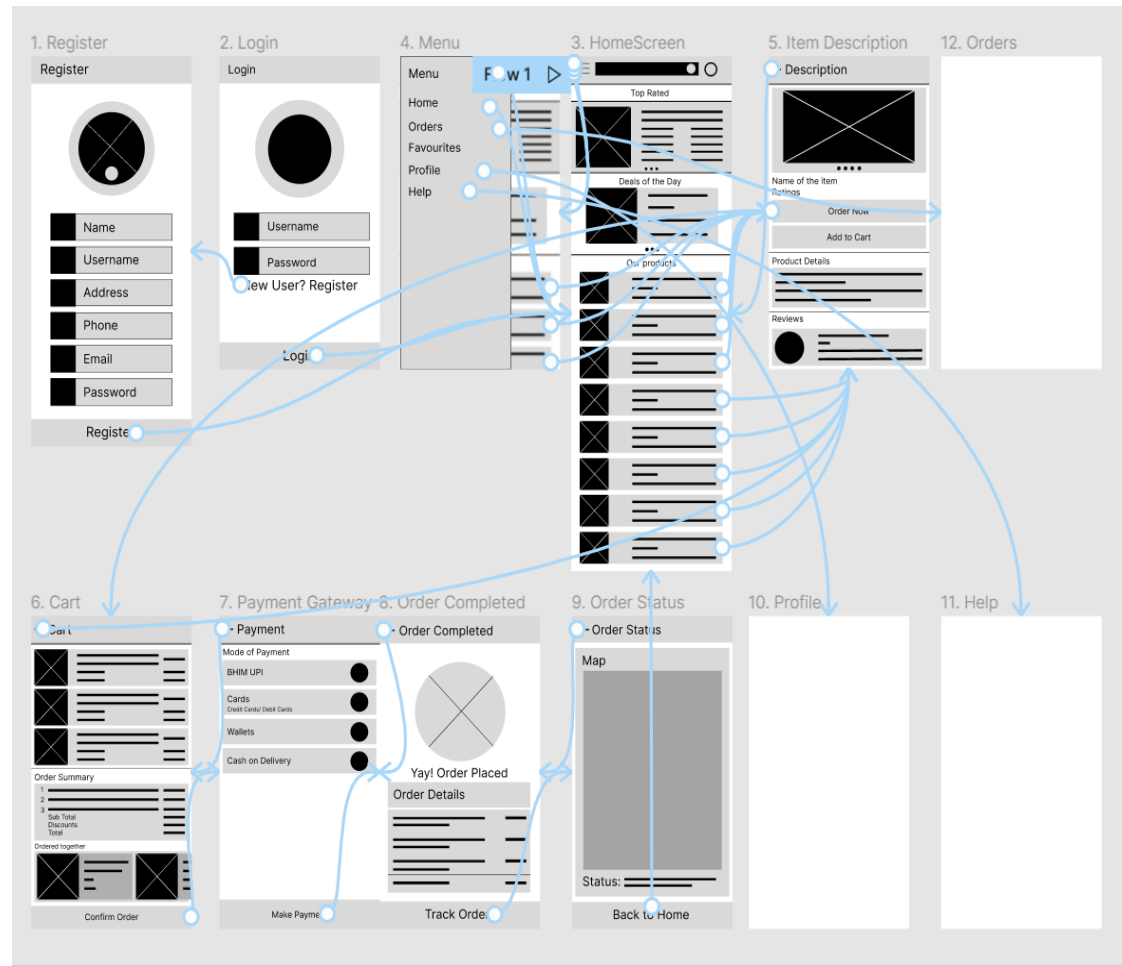
Through this user can see the order reviews.
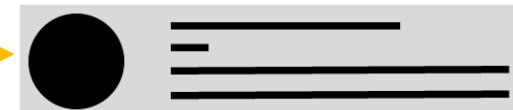
Low-fidelity prototype

Link to low-fidelity prototype:

https://www.figma.com/proto/KAKEr
P4ym3TQkpSNfcJ8zI/Untitled?page-
id=0%3A1&nodeid=1%3A3&viewport
=1419%2C497%2C0.31&scaling=scale
-down&starting-point-nodeid=1%3A3

Usability study: findings

I conducted 2 rounds of usability studies. Foundings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of mockups needed refining.

Round 1 findings

1. User wanted a smooth navigation.

2. Users wanted a cart screen.

3. Users wanted real-time tracking updates.

Round 2 findings

1. Users wanted more color contrast.

2. The checkout process was not up to the mark.
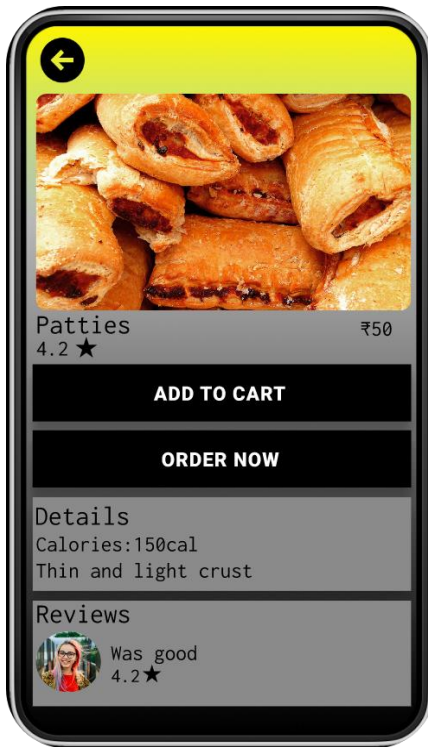
3. Users wanted a delivery option.

Refining the design

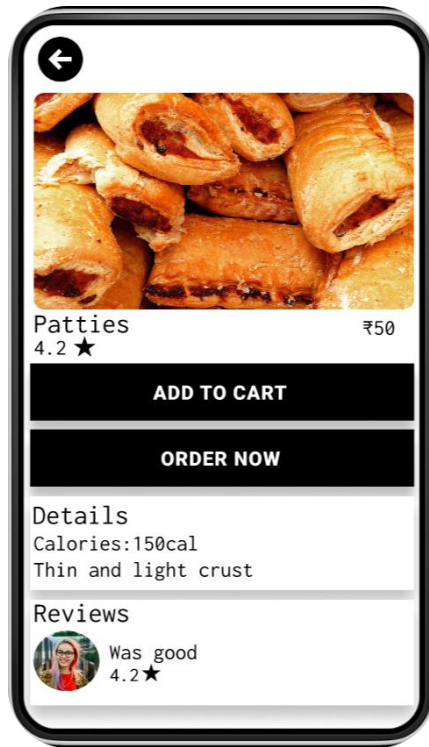- Mockups
- High-fidelity prototype
- Accessibility

Mockups

The grey background seemed distracting to the users so it was updated to a simple design.
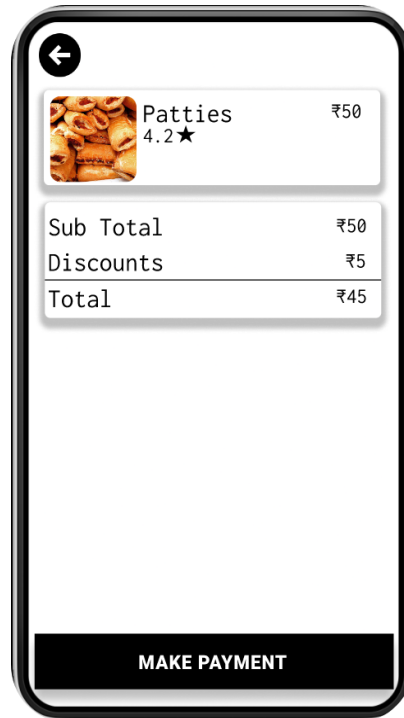
Before usability study

After usability study

Mockups

The design seemed to be more colorful and is distracting user's attention so the design color is contrasted to a simple look.
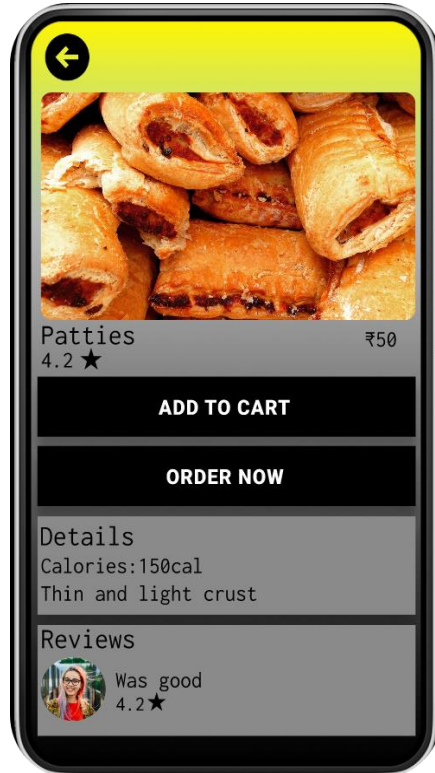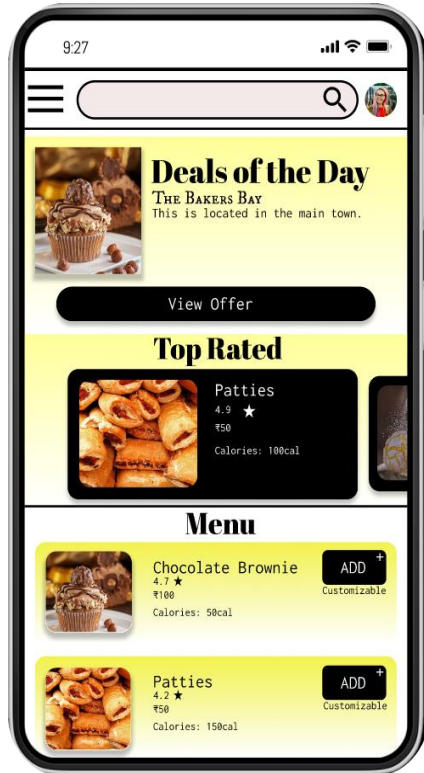
Patties
4.2 ★   ₹50

Total   ₹50

ORDER NOW

Patties   ₹50
4.2★

Sub Total   ₹50
Discounts   ₹5
Total   ₹45
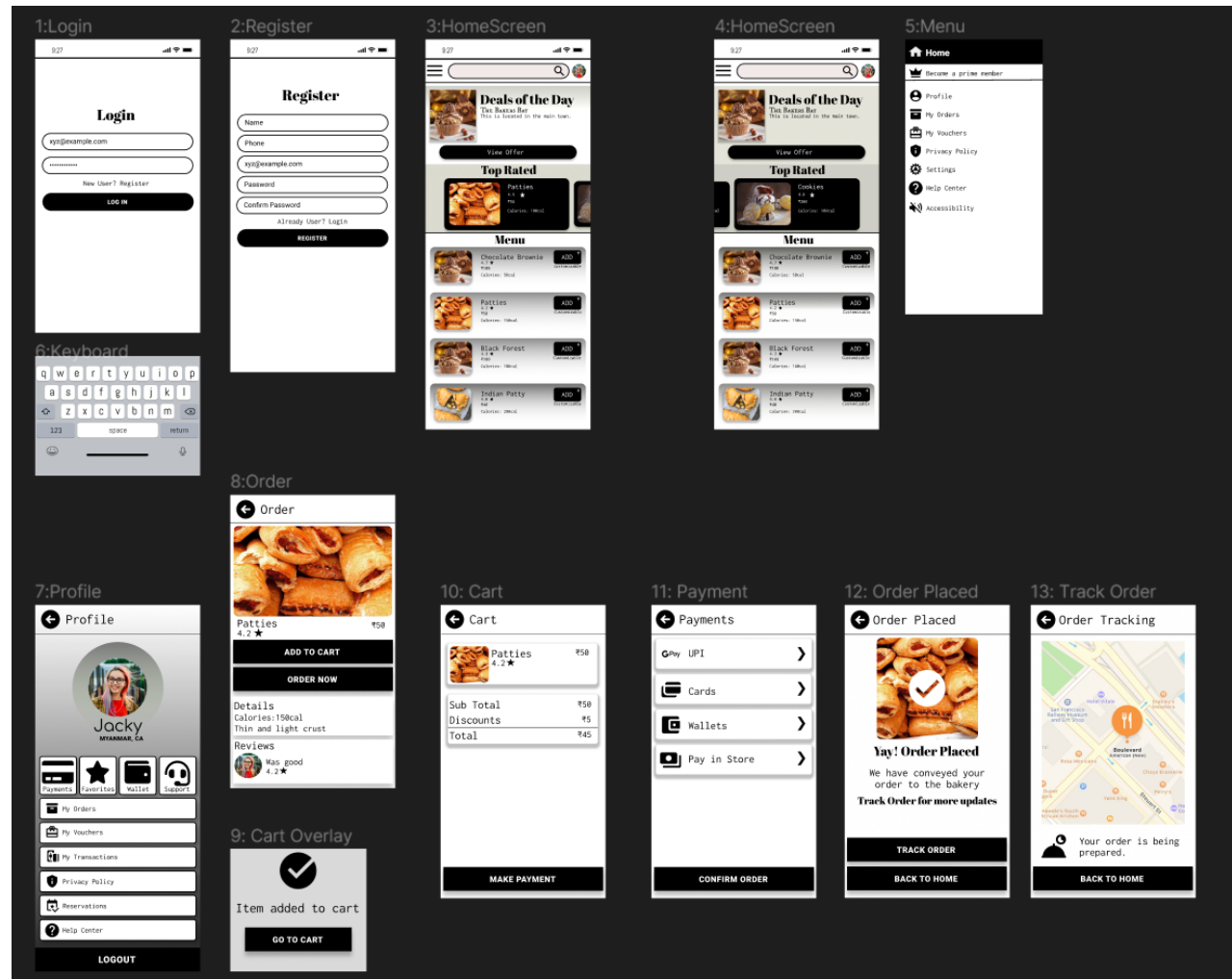
MAKE PAYMENT

Mockups

High-fidelity prototype

https://www.figma.com/proto/vk898pxFMWkb5fUVOdr4Vr/High-Fidelity?page-id=0%3A1&node-id=1-28&viewport=578%2C165%2C0.28&scaling=scale-down&starting-point-node-id=1%3A28

Accessibility considerations

1

The keyboard has a mic option so that users can perform their actions through speech.

2

The color contrast is balanced so that user might not feel any difficulty while using the app.

3

The Text used are of medium sized so that it looks good and user also does not have any problem reading the text.

4

Users can turn on accessibility so that they can hear what they are doing in the screen by switching it on in the menu option.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

My designs could be used to build an actual app solving the problem stated earlier. The app provides the user with all the necessary facilities to be required by them while using the app. This design was also made taking into consideration the accessibility needs.

What I learned:

I leant many things throughout this course. First of all I learnt how in the industry a full fledged design process is executed, Secondly what are the challenges and biases faced by the designer, thirdly what are the most important tools and techniques used by the designers. Lastly, I have learnt how to empathize with users and build a product that could be used by masses.

Next steps

1

I would like to refine the project more by making improvements so that I can learn more.

2

Make the design more polished and professional by adding more things that are needed by performing more and more iterviews with the users.

3

Next I would like to design the app so that its implementation could be done and it could be deployed so that it could be used by users for their benefit in society.

Let's connect!

I could be contacted over linkedin for more of my work.
Follow me on LinkedIn: Neelesh Sharma

Thank you!