

# Design a Scheduling App for a Bakery in your home town

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Neelesh Kumar Sharma

# Project overview



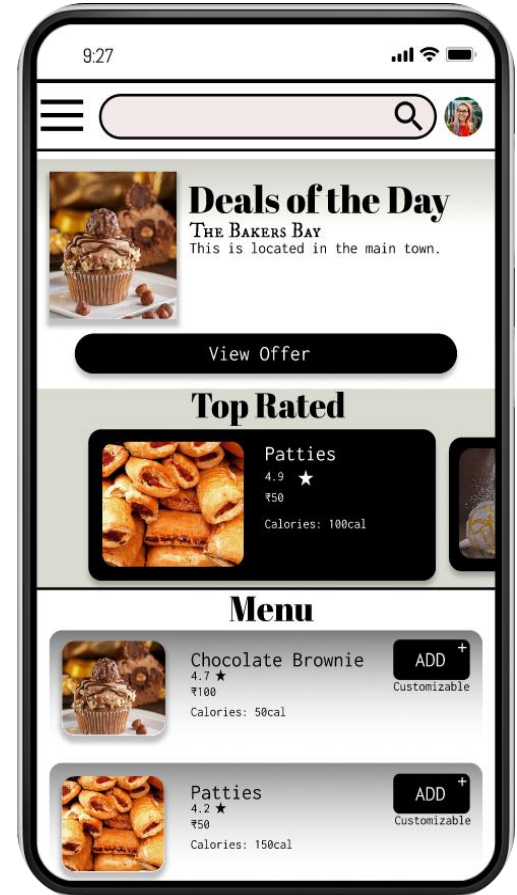
## The product:

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



# 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



Write a short paragraph describing your user research.

This can include the type of research you conducted, assumptions that you made going into the research, and how your assumptions changed after conducting research.

# User research: pain points

1

## Pain point

Write one to two sentences reflecting on the pain point listed above and how it will guide designs moving forward.

2

## Pain point

Write one to two sentences reflecting on the pain point listed above and how it will guide designs moving forward.

3

## Pain point

Write one to two sentences reflecting on the pain point listed above and how it will guide designs moving forward.

4

## Pain point

Write one to two sentences reflecting on the pain point listed above and how it will guide designs moving forward.

# 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.



**Neelesh**

**Age:** 22

**Education:** Bachelor

**Hometown:** Odisha

**Family:** Single

**Occupation:** Software Engineer

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

## 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.



Sia

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

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

## 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

[Your notes about goals  
and thought process]

## Persona: Neelesh

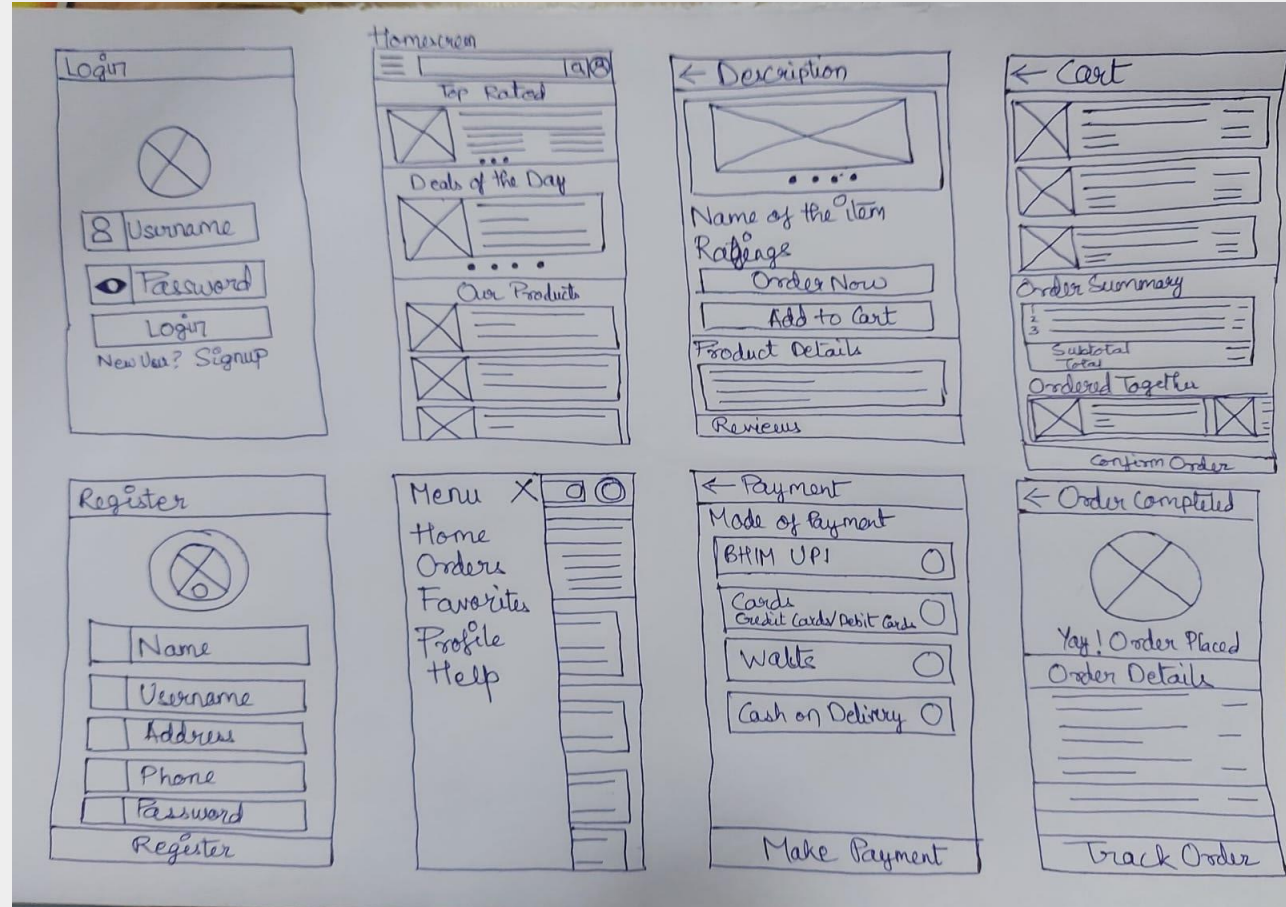
Goal: Order his favorite pastries and get it without wasting time.

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.



# 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

[Your notes about goals  
and thought process]

Description of  
the element  
and its benefit  
to the user

Insert first wireframe  
example that  
demonstrates design  
thinking aligned with  
user research

Description of  
the element  
and its benefit  
to the user

# Digital wireframes

[Your notes about goals  
and thought process]

Description of  
the element  
and its benefit  
to the user

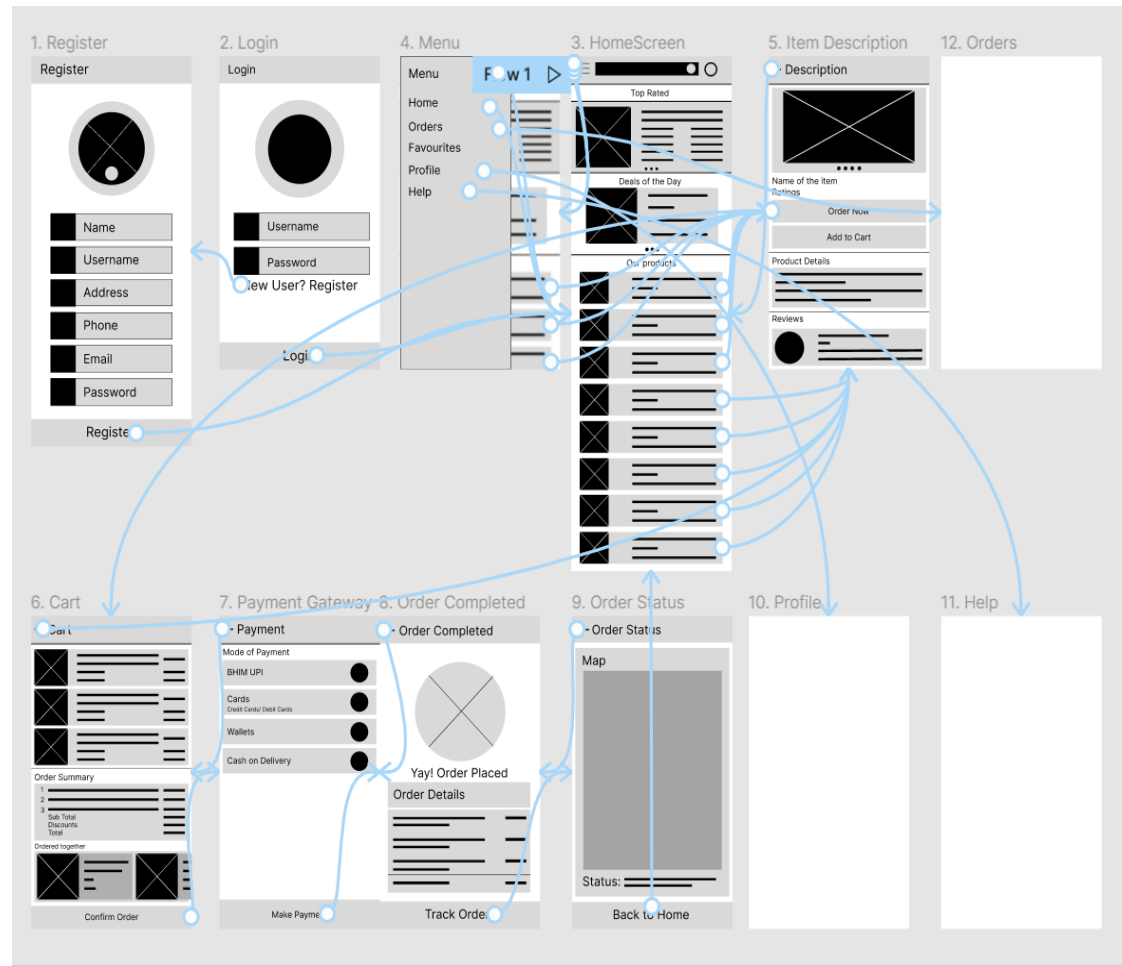
Insert second  
wireframe example that  
demonstrates design  
thinking aligned with  
user research

Description of  
the element  
and its benefit  
to the user

# Low-fidelity prototype

Link to low-fidelity prototype:

<https://www.figma.com/proto/KAKER-P4ym3TQkpSNfcj8zl/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. Findings 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.



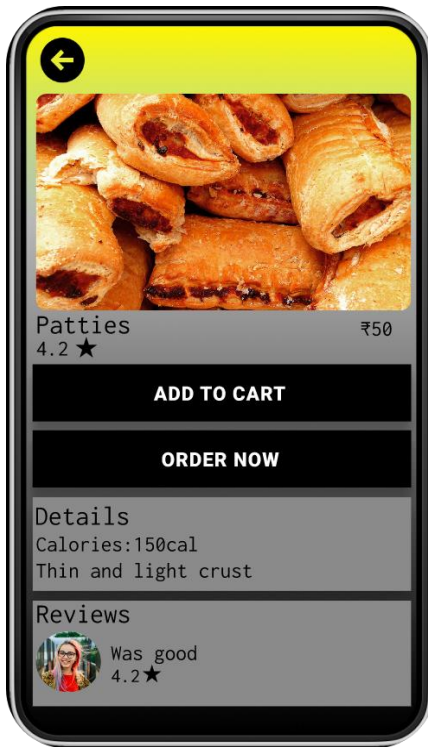
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

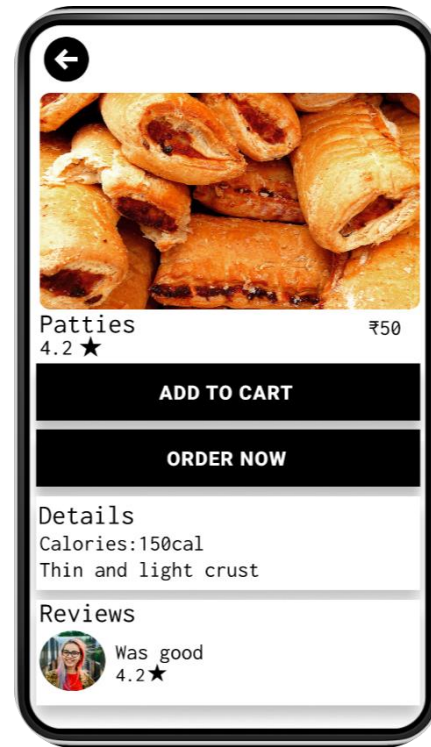
# Mockups

[Your notes about goals  
and thought process]

Before usability study



After usability study



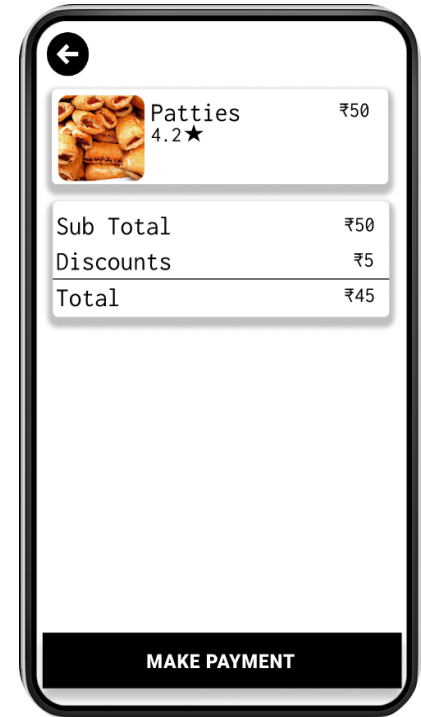
# Mockups

[Your notes about goals  
and thought process]

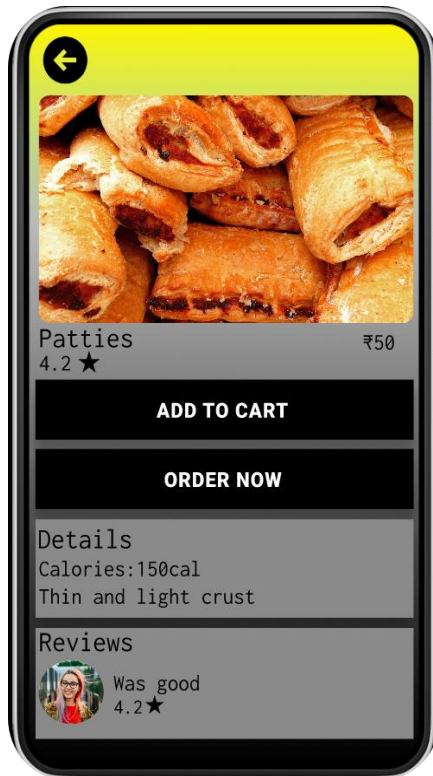
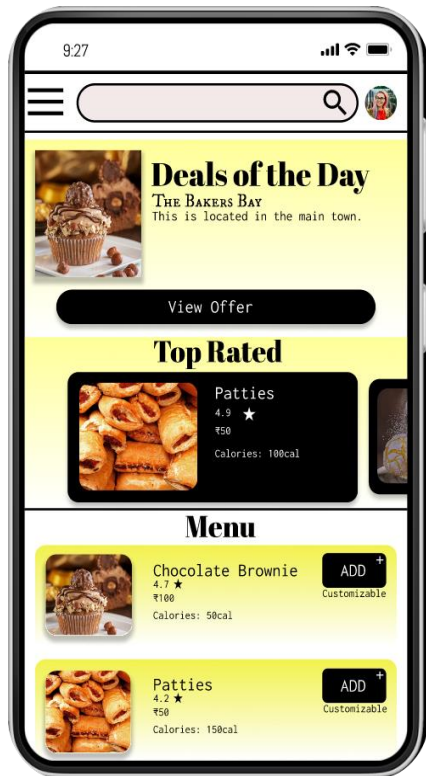
Before usability study



After usability study

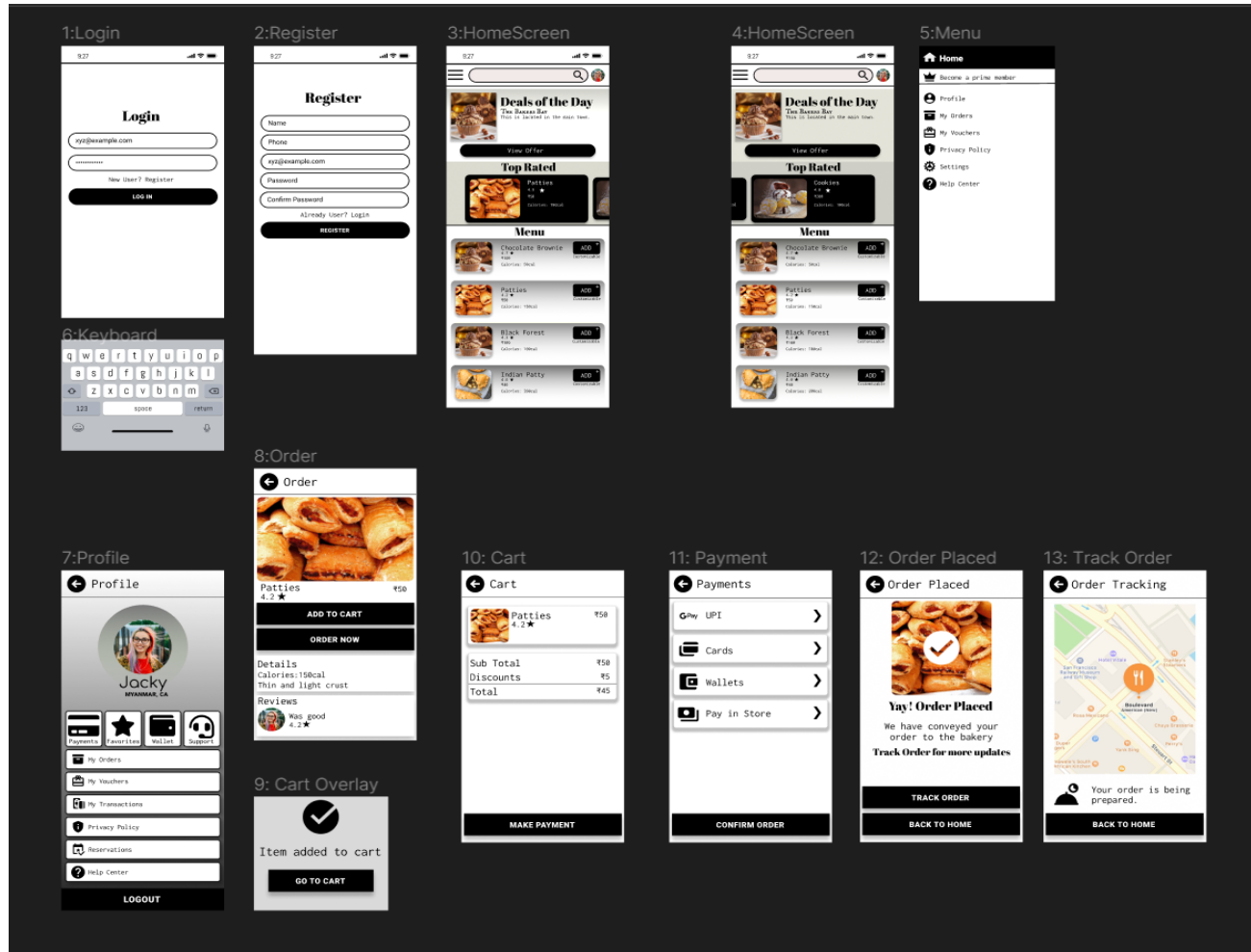


# Mockups



# 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

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

2

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

3

Insert one to two sentence summaries describing each accessibility consideration applied in your designs.

## Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

Insert one to two sentences summarizing the impact of your designs. In the real world, you'd include data like number of downloads or sign ups, but since this is a course project, you can include a positive quote from a peer or study participant.



## What I learned:

Insert a few sentences summarizing what you learned throughout the project.



# Next steps

1

Insert a few sentences summarizing the next steps you would take with this project and why.

2

Insert a few sentences summarizing the next steps you would take with this project and why.

3

Insert a few sentences summarizing the next steps you would take with this project and why.

Insert a few sentences summarizing the next steps you would take with this project and why. Feel free to organize next steps in a bullet point list.

# Let's connect!



Insert a brief sentence or two about contacting you and/or reviewing more of your work.

Provide your contact information here. This might include your email address, phone number, and website or link to other professional platforms.

Thank you!