UI/UX Design Research
2025

Rosemary Macwan

The Cozy Whisk

Every Crumb feels like Home

A digital redesign for a bakery that blends warmth, simplicity, and modern convenience

About Project

The Cozy Whisk is a small bakery known for its handcrafted pastries, Cakes and cozy café experience. where every treat is baked with love and a sprinkle of happiness! We believe that the best moments in life are shared over something sweet and comforting. From golden croissants to soft cupcakes, each bake is made with care and the finest ingredients to bring you that warm, home-baked joy.The goal was to translate it's warm, homey atmosphere into an online experience allowing customers to browse, order, and feel connected.

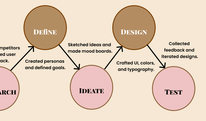
Problem Statement

The Cozy Whisk lacked an online presence, making it difficult for customers to view the menu, place orders, or access store information. The bakery's cozy, artisanalbrand wasn't reflected digitally, limitingengagement and reducing visibility to new and returning customers.

Solution

We designed a warm, user-friendly website that highlights the bakery's personality while providing clear menu access, online ordering, and essential store information. The site strengthens brand identity, enhances customer engagement, and delivers a seamless digital experience.

Design Process



User Persona

Maya Reed

Maya Reed is a 34-year-old elementary school teacher who believes small rituals restore her energy after long days. She craves warm, fresh pastries and a cozy, quiet place to unwind, but finds most options either generic or loud and rushed. She loves supporting local bakeries, yet current choices leave her disappointed on taste, price, or ambiance.

Problem

Her core struggle is finding a bakery that consistently delivers fresh, comforting pastries in a calm, homey space at a reasonable price. When she visits, she worries the items will be dry or bland, the shop will feel busy or loud, or the price won't match the comfort she seeks.

Pains

- Inconsistent freshness and flavor across visits
- Overpriced pastries for a cozy environment that blocks mileage
- Perceived high prices for everyday treats and lack of value

Goal

To have a reliable go-to bakery that delivers warm, artisanal pastries and a cozy, inviting space, fitting into her schedule and budget so she can enjoy small rituals daily.

Benefits

- Consistent quality and warmth in every item
- Calm welcoming space that feels like a retreat from daily business
- Clear pricing and quick service for busy mornings

Empathy Map

User Stories

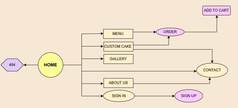
Online Ordering
As a busy customer, I want to browse the bakery's menu and place an order online, so I can pick up my pastries without waiting in line.

Checking Specials
As a returning customer, I want to see daily specials and seasonal items online, so I don't miss limited-time treats.

Finding Store Info
As a first-time visitor, I want to quickly find the bakery's hours and location, so I can plan my visit easily.

Engaging with the Bakery
As a loyal customer, I want to sign up for newsletters and follow promotions, so I can stay updated and feel connected to the bakery community.

User Flow



Wire Framing

High Fidelity

Typography & Colors

Playfair Display — Aa Bold

Poppins — Aa Regular

Coffee Brown	White	Black	Light Mocha	Pale Rose
#8D6228	#FFFFFF	#000000	#B08B6E	#EFC3C3

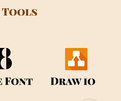
Preview of the Project

Menu Page

Custom Page

Sign In Page

Sign Up Page



Design Tools

Figma

Google Font

Draw io

Thank you for your time.

Want to checkout the app demo or collab, please
Contact me via **macrosy7@gmail.com**