

Cake By Delights

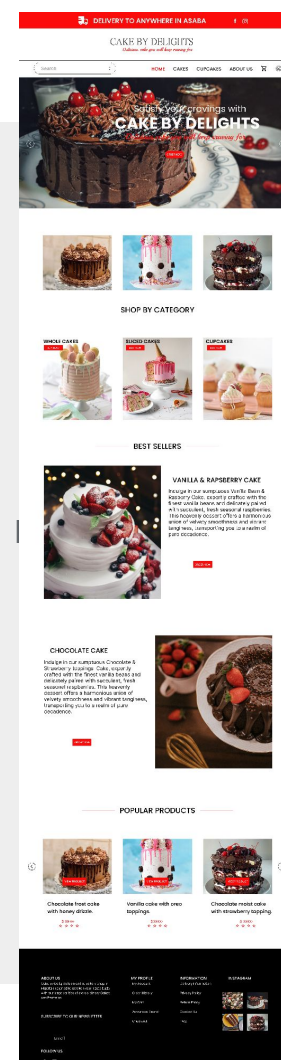
Okoye Chiamaka

Project overview



The product: Cake By Delights is an online cake shop that offers variety of cakes at affordable prices for Customers. Cake By Delights goal is to make it easier for customers to order cake online without stress.

Project duration: June 2023 to July 2023



Project overview



The problem:

Available online shop are quite clustered and not easy to navigate so it makes it harder for users to move around the site.



The goal:

Design a cake by delights website that is user friendly and allows users to navigate and a fast checkout process.

Project overview



My role:

UX designer leading the cake by delights website design.



Responsibilities:

Conducting Interviews, Paper and digital wireframing, low and high-fidelity prototyping, Conducting usability studies, accounting for accessibility, iterating on designs & responsive designs.

Understanding the user

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

User research: summary



Write a short paragraph describing your user research.

I conducted user interviews, which i then turned into empathy maps to better understand the target user and their needs and i discovered that many users enjoy buying stuffs online because its way easier for them. However many cake websites are a bit overwhelming and its difficult for users to navigate easily thereby making what was supposed to be easier and less stressful exhausting for them.

User research: pain points

1

Pain point

Most online bakery website don't provide an engaging browsing experience.

2

Pain point

Some bakery website can be clustered thereby making navigation exhausting for users.

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: Henry

Problem statement:

Henry is a 24 year old school dropout with a child.



Name: Henry

Age: 24

Education: School dropout

Hometown: Texas, United states

Family: A daughter

Occupation: waiter

"I'm working towards getting to the top, not just for me but for my daughter too"

Goals

- To have access to good food, shelter and healthy leaving for i and my daughter
- To be able to finish school at some point
- To stop being a waiter and get a good job

Frustrations

- Being a father at the age of 24 comes with a lot of responsibility
- Juggling between taking care of my daughter and work shifts

Henry is 24 year old school dropout who has a beautiful 11 months old daughter. Henry wants to stop being a waiter and get a decent job that will sustain him and his daughter but he has to finish school first. Being a father at such a young age comes with a lot of responsibilities for henry.

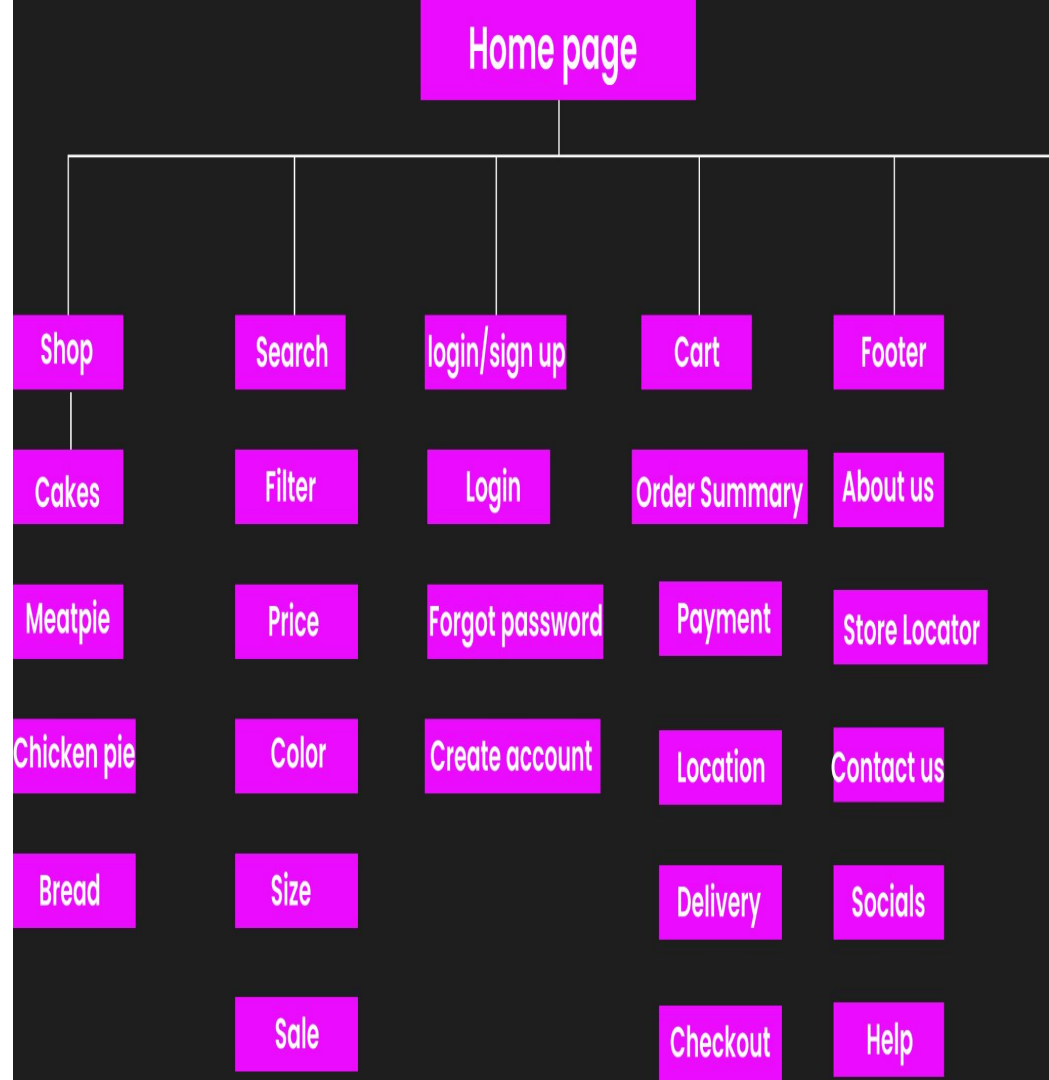
User journey map

[Your notes about goals and
thought process]

Image of user
journey map

Sitemap

[Difficulty with navigating the website was the main pain points for users, so i used that knowledge to create a site map. My goal was to make a strategic site map that enables easy navigation of the site for users.



Paper wireframes

[Next i made a paper wireframe for each screen of my website, keeping the user pain point about navigation in mind.

Image of paper wireframes

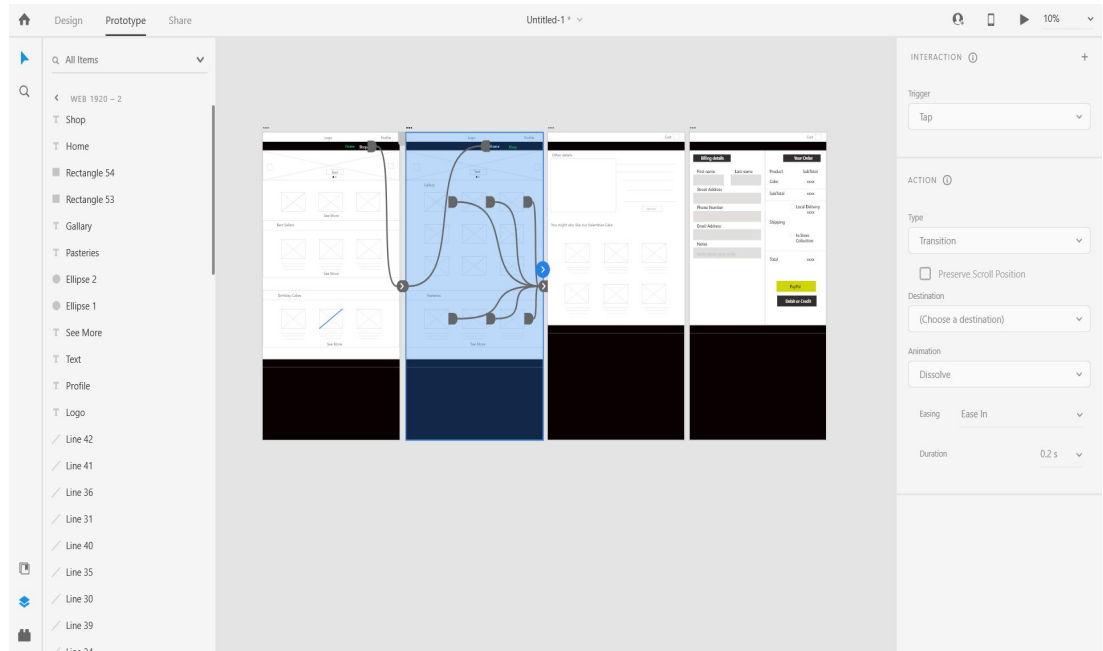
Paper wireframe screen size variation(s)

[Your notes about goals and
thought process]

Image of paper
wireframe
screen size
variation(s)

Digital wireframes

[Moving from paper wireframe to digital wireframe made it easy to understand how the redesign could help improve the user pain points. I also paid attention to some navigation details that will make it easier for the users to move around the site swiftly.



Description of
the element
and its benefit
to the user

Description of
the element
and its benefit
to the user

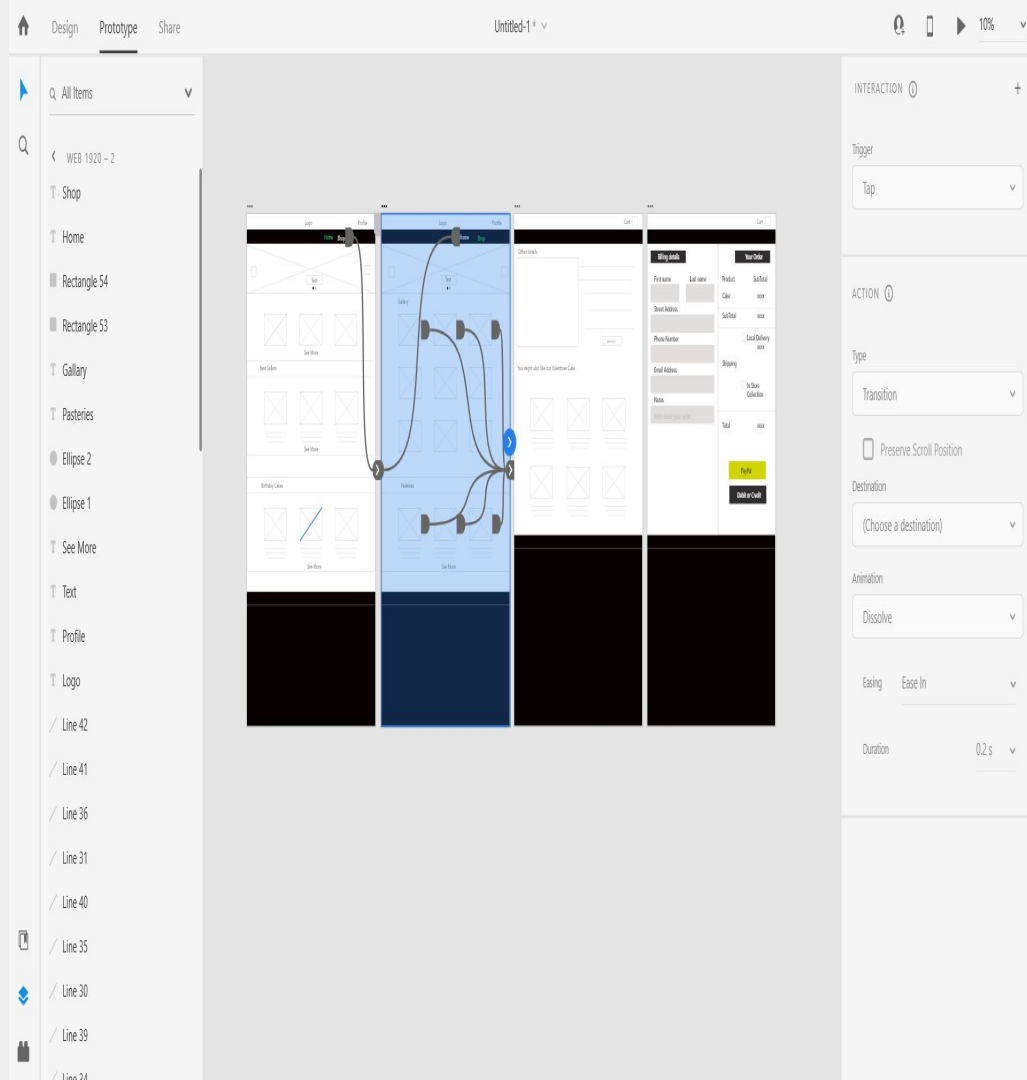
Digital wireframe screen size variation(s)

[Your notes about goals and
thought process + how you
responded to and
implemented peer
feedback]

Insert wireframe
example that
showcases
different screen size
variations

Low-fidelity prototype

[To create a low-fidelity prototype
i connected all the screens
involved in the primary user flow
and i made sure to implement the
feedback i got to my designs.]



Usability study: parameters



Study type:

Unmoderated usability study



Location:

Nigeria, remote



Participants:

4 participants



Length:

20-30 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Checkout

Users weren't able to access the paypal checkout on the website.

2

Account

During the checkout process there wasn't a clear process for users to fill in their billing details for shipping.

3

Cart

On the checkout page, users found it difficult to edit the quantity of their order.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

[Your notes about goals and thought process + how you responded to and implemented peer feedback]

Before usability study

Mockup 1 before



After usability study

Mockup 1 after

Mockups

[Your notes about goals and thought process + how you responded to and implemented peer feedback]

Before usability study

Mockup 2 before



After usability study

Mockup 2 after

Mockups: Original screen size

Main
mockup
screen for
display

Main
mockup
screen for
display

Main
mockup
screen for
display

Main
mockup
screen for
display

Mockups: Screen size variations

Main
mockup
screen for
different
screen size
variations

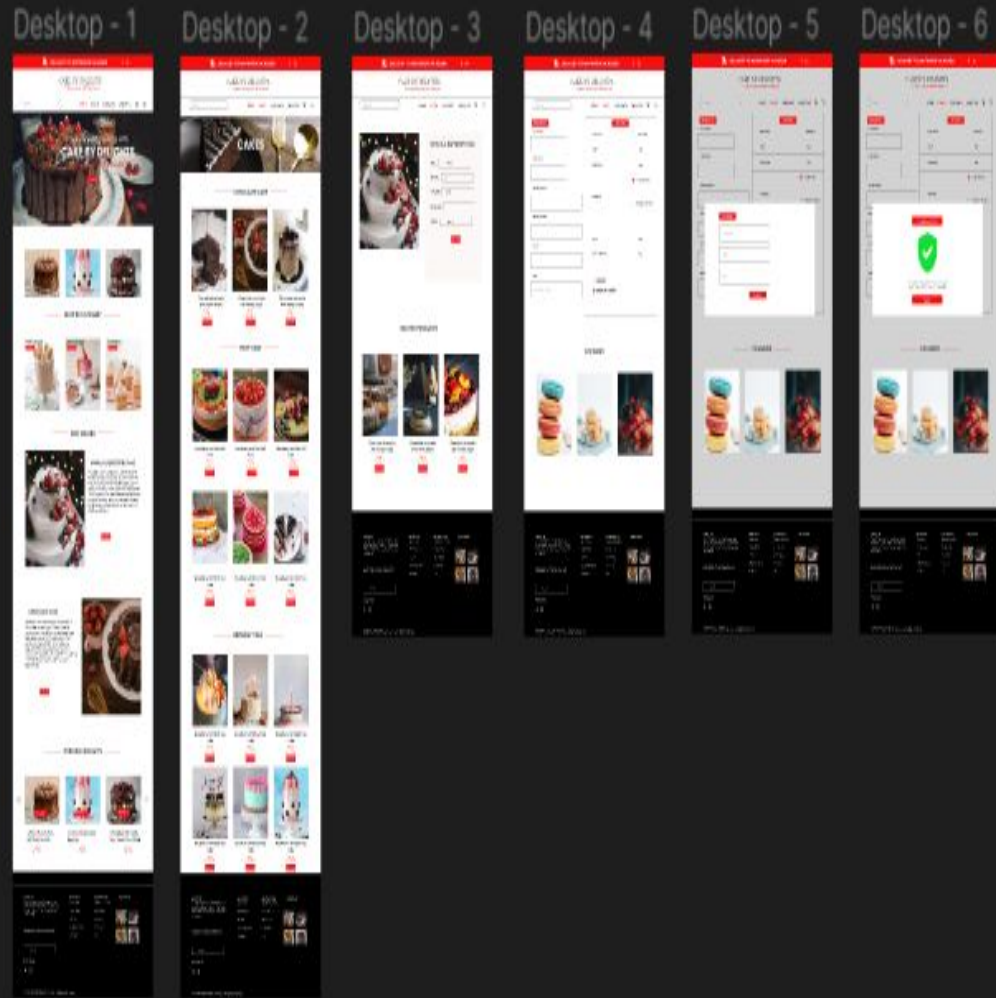
Main
mockup
screen for
different
screen size
variations

Main
mockup
screen for
different
screen size
variations

Main
mockup
screen for
different
screen size
variations

High-fidelity prototype

My high- fidelity prototype followed the same pattern as my low-fi as well as some changes that was added from the feedback i got.
<https://www.figma.com/file/2DER22U851NfnILGfU31RY/Untitled?type=design&node-id=0%3A1&mode=design&t=vAXqOpROM6LaUkw>



Accessibility considerations

1

I used header of different sizes to state clear visual hierarchy.

2

I used colors that are too contrasting and clear icons that allows users to navigate the website without issues.

3

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

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our target was to make a website that made shopping online easier with images that are engaging and has clear visual hierarchy



What I learned:

The most important takeaway for me is to focus and have the user in mind when designing an app or website.

Next steps

1

Conduct a follow- up
usability test on the new
designs.

2

Identify new areas that
needs some additional
changes.

3

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

Let's connect!



Thank you for reviewing my work on cake by delight
If you will like to see more or get in touch with me, here is my contact info.
annabelokoye.21@gmail.com