

# **Final Report**

## **Part 1: Requirement**

### 1. Problem statement

As a big city, Beijing has many bakery brands, giving users plenty of room for choice. However, customers may be dazzled by so many choices and difficult to make a decision. I hope to use this website as an aggregation platform which selects the four most representative and popular bakeries in Beijing (Holiland, Paris Baguette, Breadtalk, Lucky Bird), and compare their differences, highlighting their personal style and main products. The user comments of each brand will be presented on the page as a reference of choice too. What's more, due to the frequent emergence of new products in bakery, it is difficult for users to know the taste of each bread in time. In order to avoid buying unappetizing bread, this platform will sort the tastes of bread, and users can find their own appetite only by searching. Besides, people can click the link on this website to enter the corresponding page and place an order directly.

### 2. User portrait

TARGET USERS	USER NEEDS
white-collar workers	They are busy at work and do not have time to research which bread is delicious, hoping to have a simple and time-saving way to buy bread.
Students	They like to try new things, but they are worried that the new bread they tasted is unpalatable, and they need an aggregation platform to help them make choices.

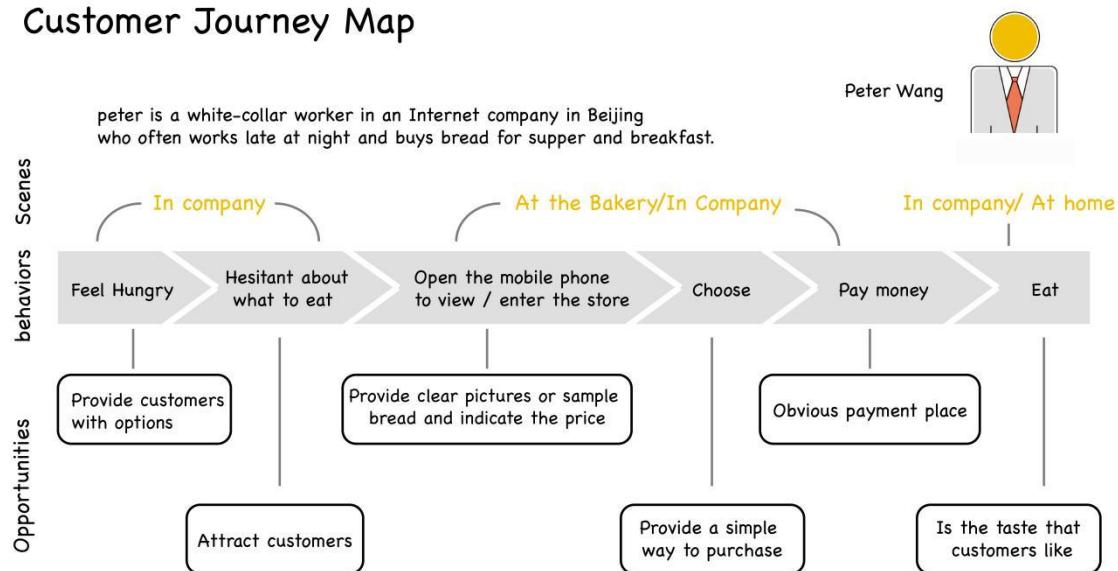
### 3.Pain points

# Pain Points

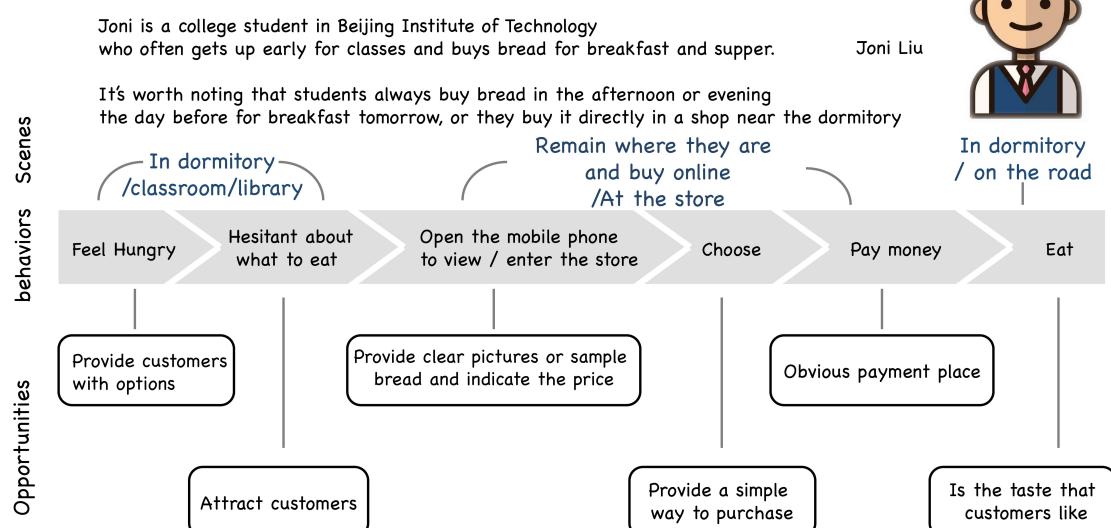


## 4. Customer journey map

### Customer Journey Map



### Customer Journey Map

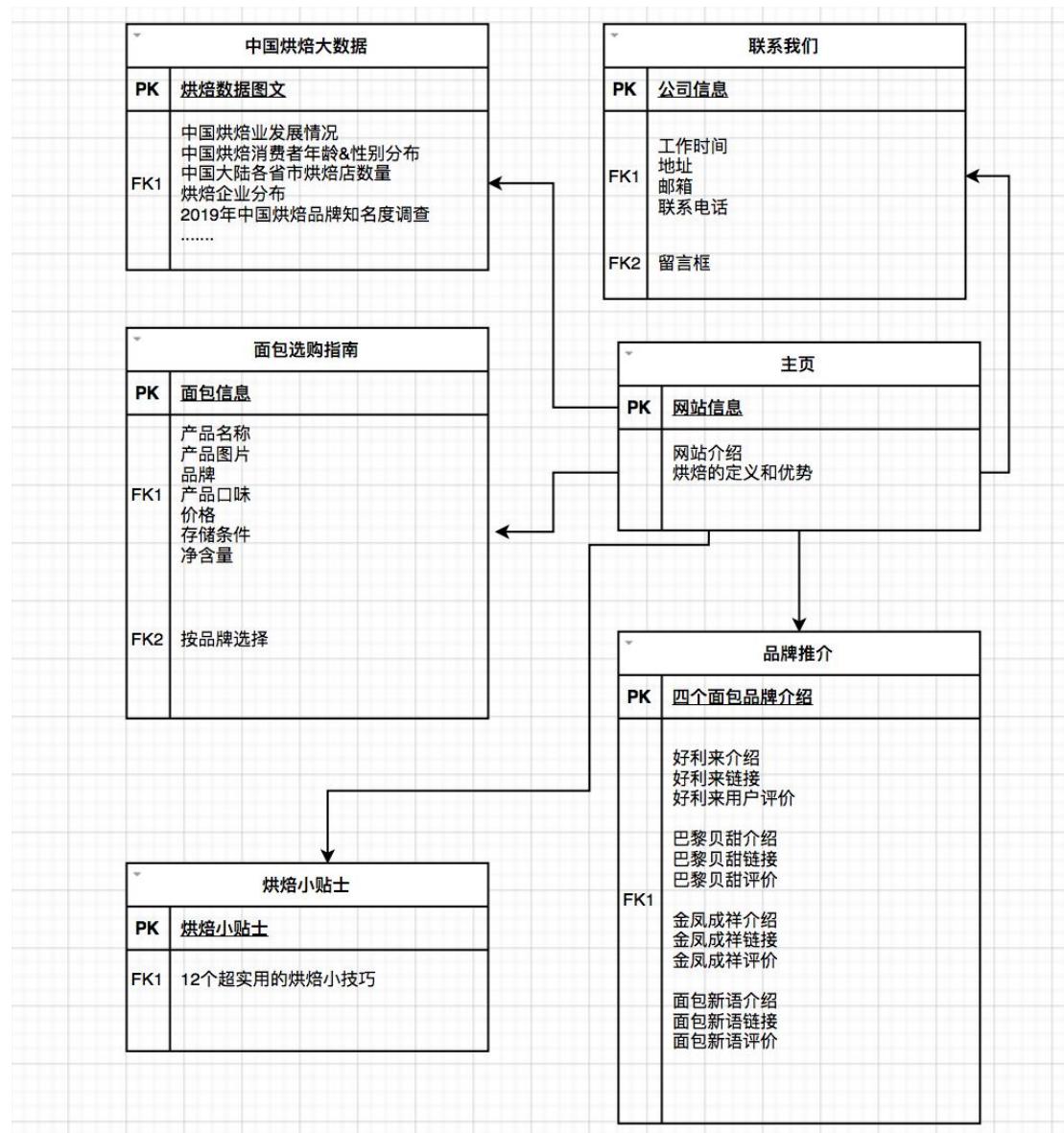


## 5. Key data views

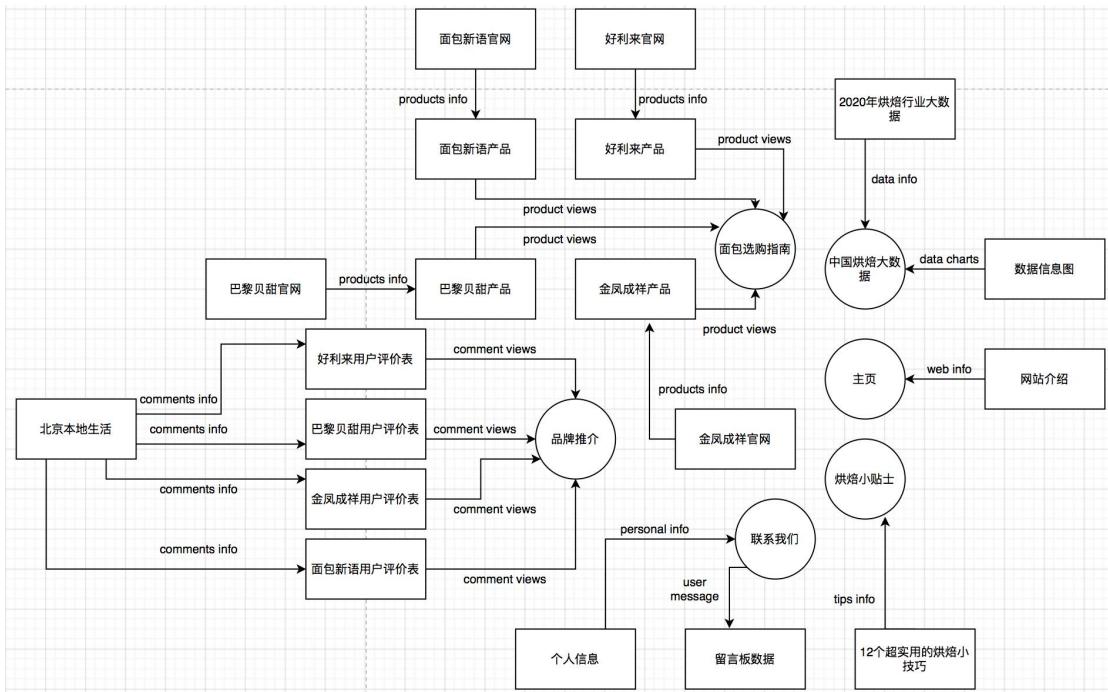
### Key Data Views



## 6. Entity Relationship Diagram



## 7. Dataflow Diagram



## 8. Google search



It can be seen that the search index of Holiland far exceeds that of other brands.

## Part 2: Design

Competitor's Website: 美团面包外卖: <https://bj.meituan.com/s/面包外卖/>

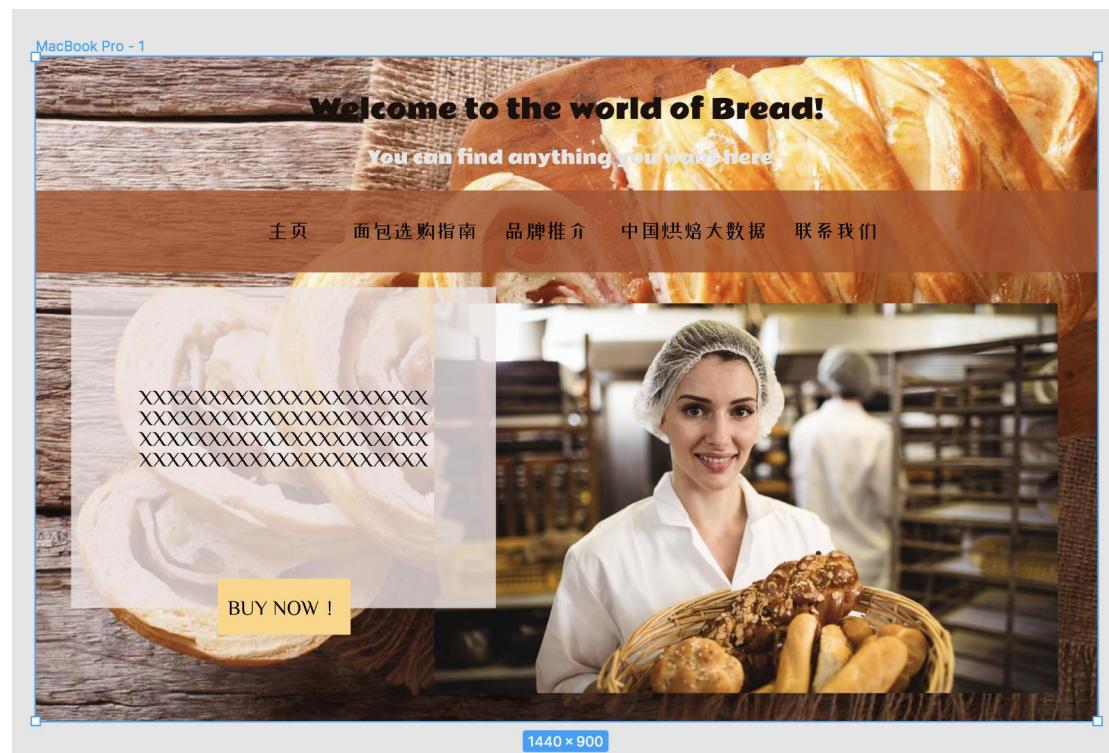
We hope to avoid the problems that appear on our competing product pages and at the same time make a website with a greatly improved aesthetics.

## 2.1 Improvements:

- Compared with Meituan Waimai's website, our website is prettier and gives users a better feeling.
- The homepage will directly recommend new products, which can be used for commercial advertising purposes, and at the same time provide users with options to avoid confusion about which bread to choose.
- For fewer brands, the introduction of each brand can be conducted more sophisticated.
- The "Bread Selection Guide" page will filter out the bread that the user may like according to the user's taste preference.
- The "Brand Recommendation" page will display four brands and their hot-selling bread, which can be purchased directly. In particular, the comments of purchased users will be displayed for other users as a reference.
- The "China Baking Big Data" page will integrate China's baking information resources to provide users with information supplements.
- No need to log in to view, which reduces operation steps.

## 2.2 Prototype

<https://www.figma.com/file/2qJ8LuU9wVTuY5dhGQ5mib/Untitled?node-id=1%3A2>





## 2.3 Design

### ①color

Since our webpages' theme is bakery, the colors I choose are close to the golden and brown of bread. These colors can arouse people's appetite and give people a warm feeling.

#FFE691 #A77A29 #FFCA75 #704900 #C49443

### ②Page design

- 主页: On the home page I placed an introduction to the site and an introduction to baking.
- 面包选购指南: On the "Bread Selection Guide" page, I have compiled the top 11 hot-selling products of the four brands (Holiland, Paris Baguette, Lucky Bird, and Bread Talk) and their tastes, prices, storage conditions, and net contents. A total of 44 pieces of such information were inserted into the web page using Airtable's **Grid view** format. In this way, the difference between different breads of different brands can be intuitively compared, helping users to make the best

choice for them. At the same time, I used **JavaScript** to make a selection box. Users can choose a specific brand according to their own preferences. After the selection, the hot-selling products of the brand will display detailed information in **Gallery View** format, which can provide users for further reference.

- 品牌推介: On the "Brand Promotion" page, I introduced the details of the four brands of Holiland, Paris Baguette, Lucky Bird, and Bread Talk, and used **ParseHub** software to collect user comments from “北京城市生活网” (<http://www.iecity.com/beijing/brand/list-539-544---1.html>). I grabbed 50 comments for each brand and placed the captured data into **Airtable** and embedded it in a web page. In addition, I set a hyperlink to the brand image, and users can click the image to link to the official website to place an order directly.
- 中国烘焙大数据: I sorted out the relevant information I found about China's baking industry into articles, and used **Datawrapper** software to create multiple interactive data pictures and insert them on the web page. When the user moved the mouse to the corresponding position of the picture, the value of this column would be highlighted.
- 烘焙小贴士: This page was suggested by one of my testees when I was doing the second Usability Test, because she is a baking enthusiast, and she hopes to use baking information websites to see information related to baking techniques.
- 联系我们: I have placed my information (including location, phone number, email, etc.) on this page, and set a message box below, where users can leave advice and comments about our website.

## Part 3: Tests

### ①Usability test1:

Competitor's Website: 美团面包外卖: <https://bj.meituan.com/s/面包外卖/>

#### Testers:

I found five users of similar ages and asked them to complete the same tasks on the website and record the entire process and invite them to share their personal feelings about the website's usability.

#### Task:

Assuming that you are in Beijing Trade Center (北京国贸), open the Meituan website and buy a 7-inch *Rose Life* cake from the nearest Paris Baguette.

## Conclusion:

Five users spend an average of 1 minute and 20 seconds to complete the task.

Here are the pros and cons of website usability they report:

## Advantages:

1. There are many types of brands.
2. The interface is simple and beautiful.
3. It will directly recommend nearby stores to users based on positioning.
4. Can directly place an order to buy, easy to operate.

## Pain points:

1. No response after changing the way of classification.



2. The classification of bread is chaotic and cannot be classified according to taste.



3. It is impossible to visually compare several kinds of bread.

4. It can be displayed only after logging in, the operation is cumbersome.

巴黎贝甜PARIS BAGUETTE (好世界店)

★★★★★ 5分人均¥31

地址: 朝阳区东三环北路38号院

电话: 010-85280950

营业时间: 周一至周日 07:00-22:00

食品安全档案

巴黎贝甜

商家团购及优惠

请登录后查看详细团购优惠

立即登录

猜你喜欢

**晓寿司**  
XIAO SUSHI  
日本料理

晓寿司 (望京soho店)  
望京  
¥98.0

5. Wrong positioning and difficult to adjust.

北京 切换城市 [ 门头沟区 大厂回族自治县 廊坊 ] 远方寄我999 退出

## ② Usability test2

### Usability test plan

Task1: Enter the homepage to browse, and choose a bread you like according to your taste.

Task2: Buy Mini Sausage Bread from Paris Baguette via the website.

### Feedback:

### **Advantage:**

1. The interface is beautiful and attractive
2. It feels very convenient to use
3. Can directly see the real user evaluation
4. You can filter your favorite bread, which is more interesting
5. Rich information

### **Disadvantages:**

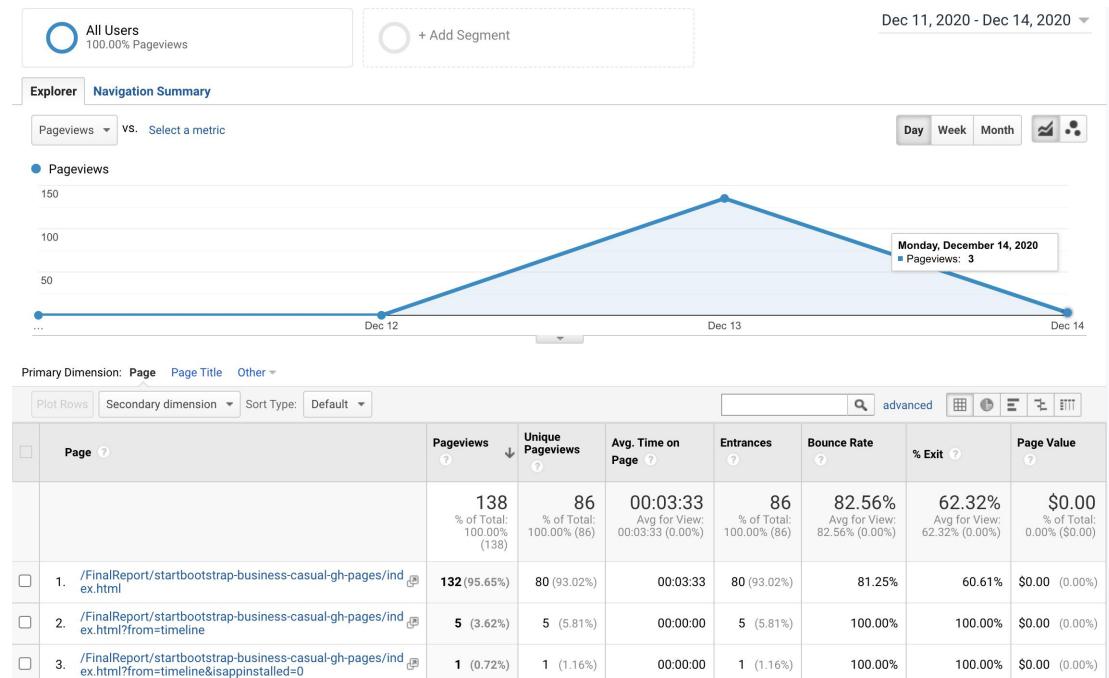
1. Compared with Meituan Takeaway, there are fewer types of bread brands
2. It is a bit inconvenient to link to the official website to place an order

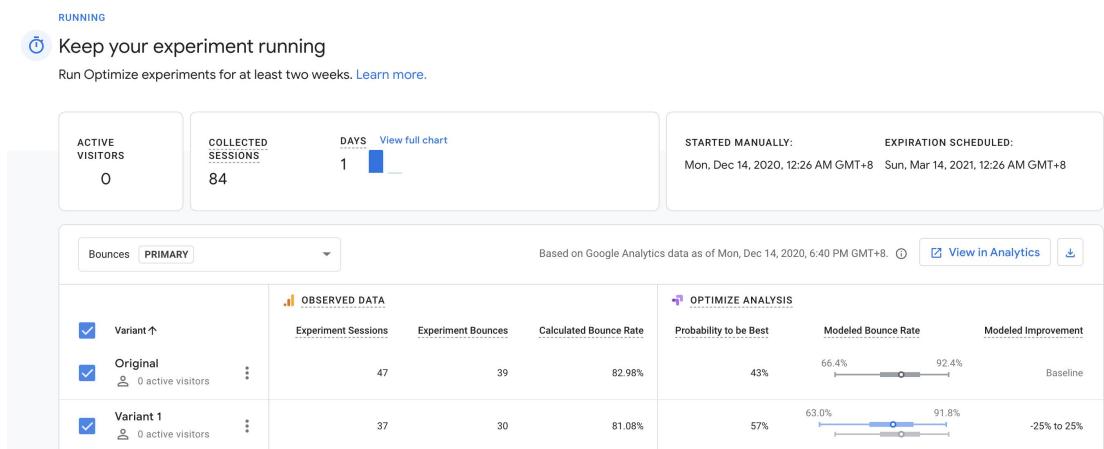
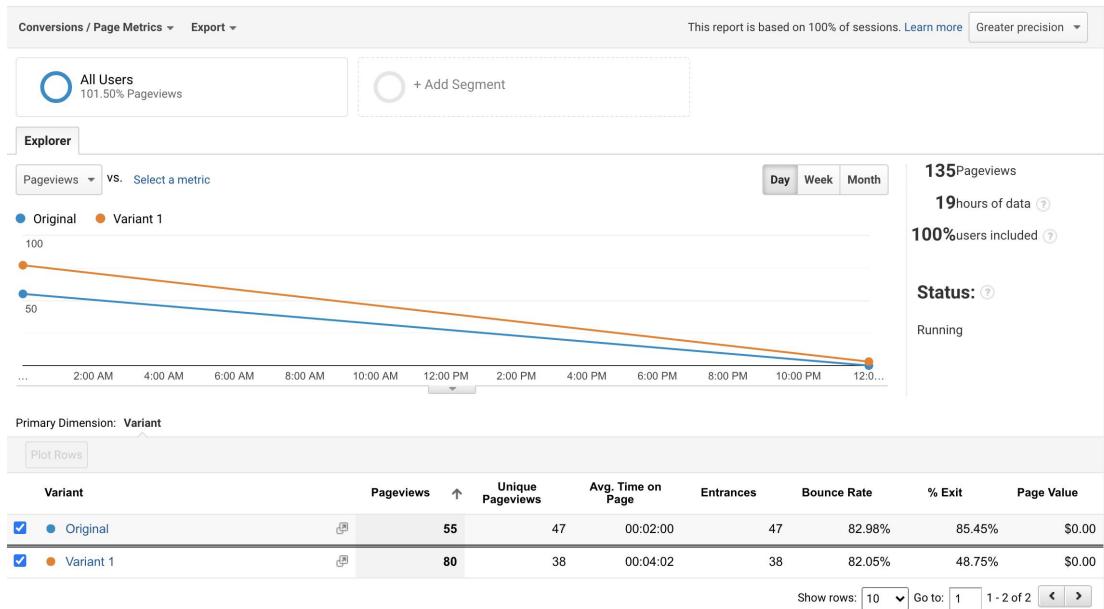
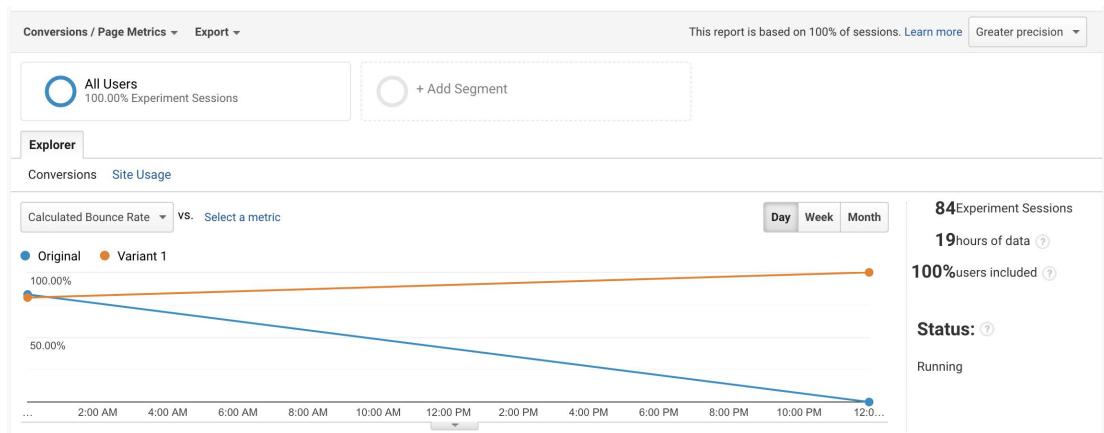
### **Suggestions from interviewees:**

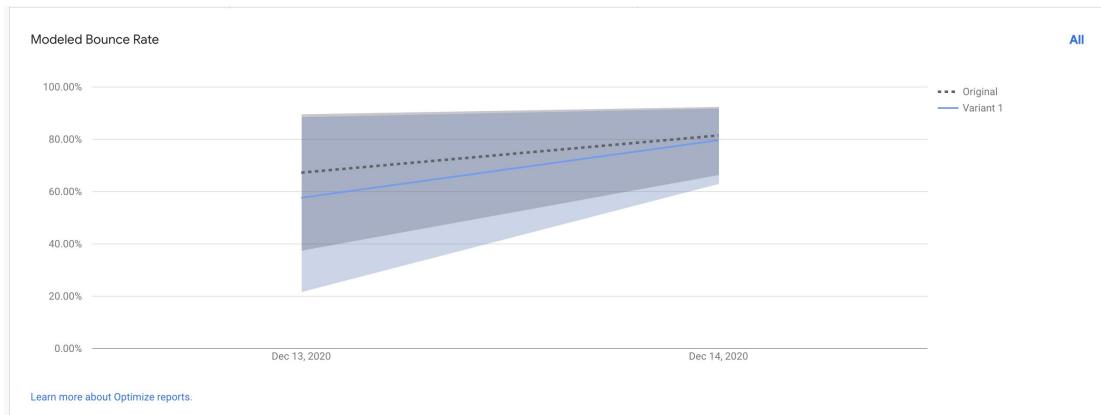
1. You may add some coupons on the page for customers to use, which could attract lots of new users.
2. The display on the ingredients can be more clear, such as whether it is whole wheat bread and the sweet level.
3. It can be classified into *Children's favorite* and *Adults' favorite* etc., which is more convenient for different groups of people to buy.
4. You can add links to some baking tips and small recipes.

### **③ AB test:**

As of 12.14 at 7:40 pm, the data is as follows:







**The original version performed better than the changed one.**

## Part 4: Explanation

1. How will somebody without prior background know how to use the Airtable filter and grouping functions?

—The **Airtable filter function** I inserted in the website is relatively common. I believe most people understand that this is a selection box when they see this drop-down menu, and the text “Please select a brand” is attached to the filter as a reminder.

2. If the data grow to a large volume, do you expect people to keep scrolling the screen to see the rest of the display?

—The page with relatively large data on my webpage is the **user evaluation** of the “brand recommendation” page. I choose 50 comments for each brand. It seems to be a lot, but users don't have to read them all. Just like when we buy goods on Taobao, we will also look at the evaluations of people who have already purchased it. There may be hundreds or thousands of evaluations for a product on Taobao, but customers don't have to read it all. People who want to know more can choose to read dozens of more comments, while those who just want to have a general view about the brands can roughly read about ten comments.

3. Why paging and keyword search not supported on your site is a question many users may ask?

—The number of brands I selected is small, if I use the filter box, people do not need to bother to type. When it comes to the name of the bread, I believe that many users simply can't remember those fancy bread names. They remember the look of the bread instead. So I think using the pictures in the Gallery View can better help them find their favorite bread.

4. How can you ensure constant updates to your web for engaging users and forming your community?

——I hope to update the data on the 1st of every month and sort out the hot bread of the day.

5. If user generated contents are important, you've to explain how you can create incentive for people to contribute quality content.

——I hope to encourage users to leave their favorite bread in the message box area. I will organize these messages at the end of each month and summarize the top 10 hot breads of the month in the form of graphics and text and display them on the web. One month among the users who leave a message is randomly selected to give a gift (can be a bread voucher, etc.). I believe that users will feel a sense of satisfaction when they see that their recommended bread is written in the article, and the community and user stickiness of the website will increase.

6. For those web sites that make use of other people's data, you've to explain how you can coordinate the updates and ensure accuracy in posting other people's data to your website.

——My source of information is the official website of the brand, which is very credible. I believe that the brand side would quite like to see their public information adopted and their hot-selling bread recommended, because this is also a means of marketing and advertising for them. If a brand disagrees with my use of their information, I will remove the information on my website and replace it with another brand that has agreed to use it.

## **Part 5: Evaluation**

### **Future improvements of the website:**

1. Use SQL to set the message box to store messages.
2. Integrate more brands.
3. Put a QR code on the "Contact Us" page of the website, and users can scan the QR code to join the baking discussion group (as a way to establish a stable user group).
4. Add a dynamic map showing nearby bakeries to the website.

### **Operational recommendations:**

1. Hold regular user activities, such as lucky draw.
2. Open Weibo and WeChat public accounts, and place their QR code in the "Contact

Us" section of the website.

3. Can hold offline activities to promote our website.
4. It can be combined with other websites to place your own links on the other website to increase traffic to the other side

**Cost and market studies:**

Commercial considerations——When the website has matured and has a certain user basement, I will consider cooperating with the brand and charge a certain amount of advertising fees to the brands I recommend.