

BakeMate

Make Friends, While Baking

Baked Goods 

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Why Baking?

Current community driven applications that focus on connecting people together provide a more generalised experience and leave users of a niche communities, like baking, without a sufficient user base. Bake Mate focuses on bringing together the niche community of baking to create a unique social experience. Using our buddy system, people can find baking events that they are interested in or create their own for buddies to join.

Our Prototype

Final prototype streamlined to test important features instead of common features like login, messages, etc. These features are heavily derivative of implementations in other apps, therefore having them as testable features in such a short timespan is a waste of resources.

Origin Of the Buddy System

Initially "BakedMate" was proposed to be a system that allowed following types of users: Amateur, Semi-Experienced, and Teachers (both Individual and Company related)

This design choice created a teacher/student relationship which would allow the teacher user to run courses on baking topics which could be undertaken by the amateur and semi-experienced user. After feedback received on this topic the idea was dropped in favour of a buddy system. This would allow a more social experience in which the user would buddy onto an event. The buddy system creates a dynamic where all the participants feel more equal as compared to the dynamic created by teacher/student.

Research / Design Process

We used a User-Centred Design Process in order to create BakeMate. We began by creating various personas that would likely engage in our application, so that we could begin our first set of user research. Once our research was complete, we decided to change our direction to our current buddy system from the student/teacher relationship and began creating our initial prototype to test if our application was able to be picked up and interacted with easily, and if users were interested in available features. After user testing our initial prototype we began our second iteration of BakeMate, fixing major issues found from the testing session.

Our Ideal Solution

In a perfect world the team would want "Baked Mate" to possess the following characteristics:

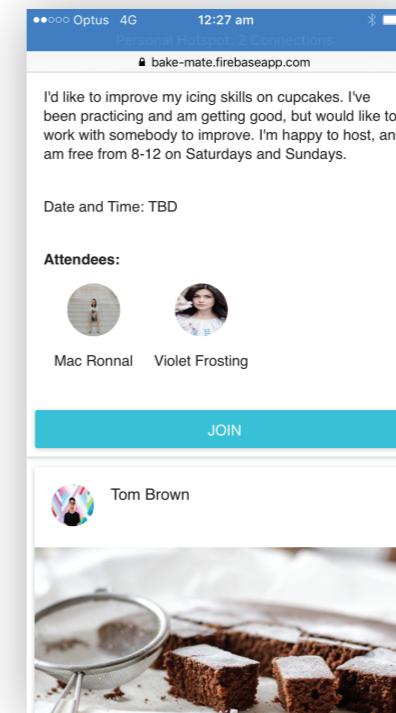
- Engaging (Extremely appealing to the baking community)
- High user retention
- Informative
- Viral (Would create a large injection into the user base which would allow for more choice/ variety with events)
- Partnered/Endorsed by influential company/organisation/individuals
- Steady stream of content updates/additions

If the app achieved these characteristics it would likely become a phenomenon amongst its users and allow for users to make friends and learn to bake.

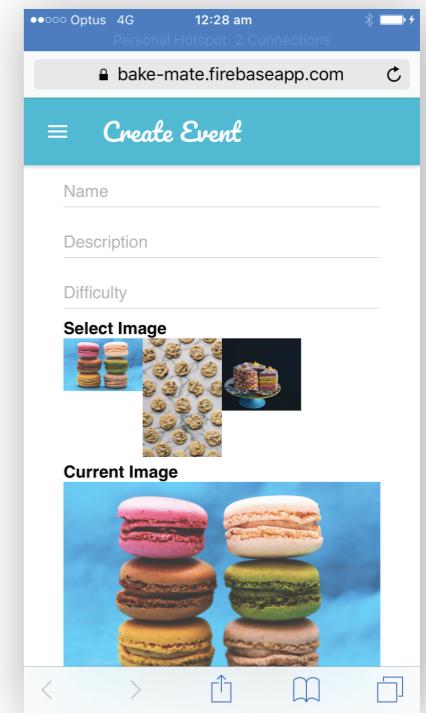
Future Work

In order to achieve our ideal solution we will continue to reiterate our design process of user testing and building more polished prototypes. Our current proof of concept prototype still needs to be user tested in order to refine our unique buddy / event system further for user enjoyment.

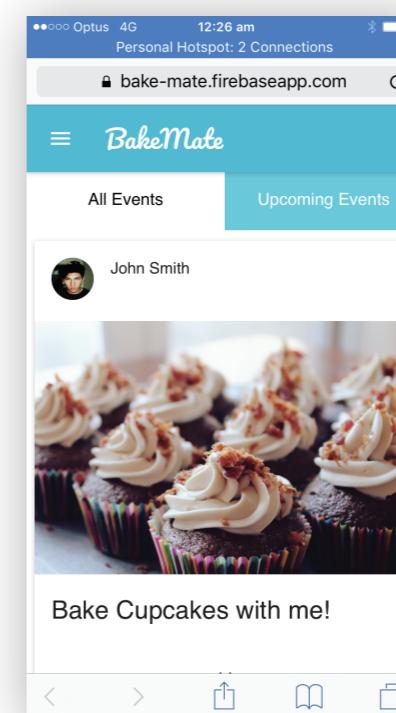
Join Events



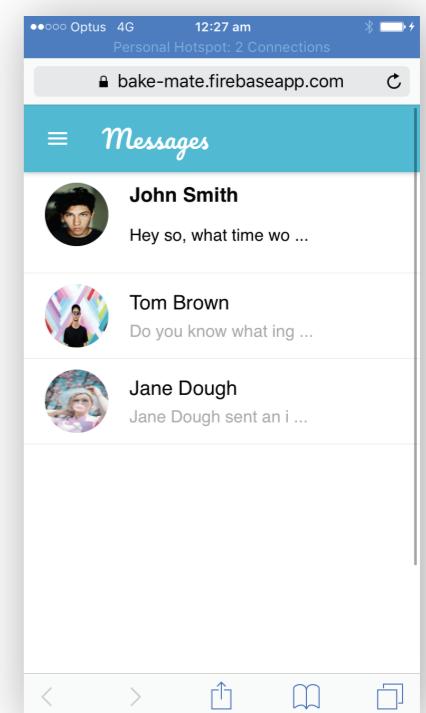
Create Events



View Events



Message Buddies



Make Friends

