



# Artisan Bakers: How to support them with Tech

Dirk Kalmbach (Data Scientist)  
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# Executive Summary

The Cleaning Documentation functionality is only one part of the **HelpMeBake** app which aims to support artisan bakers in their daily work processes. The overall goal of the app is **efficiency** (by saving time), **motivation** (by giving incentives, nudging the baker to use the app), **digitalisation** (collect data for reports, analyses, inventory management, planning, etc.)

## Key Findings

All Bakers use their smartphones. This was a crucial finding. Bakers need to calculate (adjust recipes) and look up SOP, recipes, standards, etc. Recipes and SOPs are mostly stored in books or single laminated sheets. The app should be flexible: consider the bakers dominant hand as well as let her chose the task she wants. The wish for clear documenting is essential for all respondents.

# What did I want to learn?

An app will only be accepted if it saves the bakers working time, motivates them, and /or brings value for the management. I wanted to get some insights about how an app must be designed to accomplish these goals.

## **Key Research Questions**

- Use of smartphone during work
- The process of tackling cleaning tasks
- (early) acceptance questions of using an app

# Participants

I recruited 4 Participants from 2 different bakeries in Germany\*

	Age & Gender	Role	Bakery
Participant 1	43, m	Baker	Bakery A (10 employees)
Participant 2	23, f	Kitchen Aid	Bakery A
Participant 3	45, m	Master Baker	Bakery B (5 employees)
Participant 4	33, m	Store Manager	Bakery A

\* = Interviews were held in German, but results were translated

## Key Finding I

3 out of 3 Bakers carry and use their private smart phone while baking



## Recommendation #1

Bakers use their smartphone several times per day to calculate recipes, look up SOPs, etc. This prerequisite for using a mobile app is therefore fulfilled. ✓

**The app must be developed for iOS & Android** as bakers use both main smartphone types.

Bakers use their smartphone most of the time with one hand. They use their non-dominant hand. **The app should be setup differently for left- and right-handed user.**

## Key Finding 2

Lack of clear rules and collaboration



## Recommendation #2

**The app should show pictures & written instructions about the positive outcome of the cleaning task.** This makes it clear what outcome is expected from the baker.

No annoying forms to fill out, instead **easy documentation of finished task by picture-taking.** The app also saves automatically meta-data like data, user, etc. for reporting.

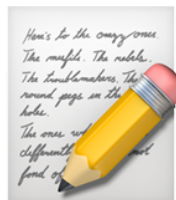


## Key Finding 3

# Everybody wishes a better documentation system

“Our checklist is not complete and outdated.” (baker #2)

“I want to know quickly when was what cleaned by who.” (manager)



## Recommendation #3

Existing document methods are insufficient ✓

**The app is ideal for documenting cleaning results** as bakers carry their smartphone with them during work.

**Photo-taking is a quick & easy method for documenting the cleaning results.** Additional analysis (like AI-based evaluation of cleaning results can be documented, too).

# Next Steps

- Undermine findings by quantitative analysis (survey)
- Develop prototype
- Test user acceptance

# Appendix

# Data Collection and Analysis

