

# Design Brief

[www.torontocupcake.com](http://www.torontocupcake.com)



Presented by Reyhan Taze / FWD31

## About Project

UX design of a website for a small elite cupcake bakery selling fresh hand-made cupcakes.

Toronto Cupcakes owner wants to develop a webpage that will improve the ordering experience of its customer; increase customer satisfaction and thus positively affect sales; contribute to building customer loyalty and help the company's efforts to minimize waste while helping.

“We love the idea that our treats are making people happy every time they bite into one. How much fun is that”

Michelle Harrison, the owner

# Competitive Analysis

www.originalcupcakes.com

The crucial competitor is **Original Cupcakes** a popular platform that most people from Vancouver are already familiar with and has a long tradition. Our goal is to look for; design aesthetics, functionality, and exceptional marketing.

## Third-Party Grading Tools

### Website Grader

Performance: 12/30

SEO: 25/30

Mobile: 30/30

Security: 30/30



### Nibbler Website Grader

Accessibility: 9.0

Experience: 8.3

Marketing: 6.1

Technology: 8.5



### Does Well

- Modern and easy to use
- Great Product images and descriptions
- Offers pick-up and delivery
- Responsive layout for mobile
- Linked to active feedback providers such as Twitter

### Could Do

- Better navigation menu
- Faster loading time by optimizing images
- Smooth shopping cart action
- Detailed Meta description
- Included accessibility function

# Current Website Analysis

www.torontocupcake.com

A year apart statistics comparison of the existing webpage's performance has been evaluated to understand how well the existing site has done in the past. This will be a good background knowledge to measure how the new website is going to perform. Also, this data provides concrete insights to develop the website further.

## Baseline Statistics

July 12, 2021- July 12, 2022 Compare to: July 12, 2021- July 12, 2022

Analytic company.com

### Web traffic statistics

	July 12, 2021- July 12, 2022	July 12, 2021- July 12, 2022	Change
Users	5.210	5.721	+12%
New users	1.028	1.512	+7.02%
Returning users	1.723	1.987	+0.7%
Average session duration	00.03.07	00.03.52	+21.03%
Bounce rate	52.02%	48.16%	+7.16%

Data shows that useful for assessing the visitors' activity and the performance of pages on the site. As we see the data here, there is not much positive change over the numbers.

### Web Traffic Sources

	July 12, 2021- July 12, 2022	July 12, 2021- July 12, 2022	Change
Organic	34.23%	38.89%	+02.16%
Direct	49.05%	49.92%	+00.08%
Social	12.21%	13.76%	+01.13%
Paid	04.01%	04.43%	+00.41%
Other	11.50%	10.80%	-01.04%

Both metrics are important, but organic traffic is essential to the long-term sustainability of the site. Overall there is a little positive change but to bring more visitors we should work on improvement of paid and social traffic.

# Current Website Analysis

www.torontocupcake.com

## Baseline Statistics

July 12, 2021- July 12, 2022 Compare to: July 12, 2021- July 12, 2022

## Mail Chimp and Social Media

Number of visitors per year

2021 | 5,685 vs 2022 | 6,125

Increase in visitors to the website: 7.74%

Home 5300 Views

Menu 3200 Views

About Us 2.900 Views

	July 12, 2021- July 12, 2022	July 12, 2021- July 12, 2022	Change
Subscribers	721	1010	290
Open rates	36.12%	39.21%	4.16%
Click-through rate	4.21%	6.12%	1.98%
Suppliers	21	19	-3

 Facebook Pages	2.132
 Instagram	1.032
 Twitter	No account
 LinkedIn Pages	No account

The most active page is the home page. By placing internal links to the other pages, visitors can be led to increase active traffic.

Social media can be used more actively to support webpage by increasing targeted digital marketing campaigns and making sure all social posts include links back to the site

The data shows that the webpage shows no development by means of visitors and active users. The website should be considered as a living organism that needs constant attention and care.

# Sales

**Total sales 2021**  
\$216.324,95

**Total sales 2022**  
\$279.984,09

**Change +%**13

Date	Sales	Online Gross Sale Amount
Aug 12, 2022	1700	\$11.342,00
Sept 12, 2022	2050	\$15.359,00
Oct 12, 2022	2192	\$17.304,00
Now 12, 2022	2012	\$16.934,00
Dec 12, 2021	3001	\$25.534,00
Jan 12, 2022	3020	\$25.804,00
Feb 12, 2022	1620	\$17.738,00
Mar 12, 2022	1712	\$16.340,00
Apr 12, 2022	1300	\$14.374,00
May 12, 2022	1350	\$14.934,00
Jun 12, 2022	1210	\$10.345,00
July 12, 2022	1102	\$10.234,00

# Website Short Term Goals

www.torontocupcake.com

- **Improve the website access for different devices**  
Responsive design will help customers comfortably access
- **Set monthly goals and compare sales numbers to keep track of growth**  
To develop a webpage success we can track the data via google analytics or such tools
- **Improve Sales**  
By improving webpage functionality we can accomplish that goal.
- **Improve the ordering experience**  
Designing easy order progress, providing different payment options, pickup delivery options, and notifying about order progress are some of the key points to work on.
- **Find Potential new customers**  
By google ads, active social media, and community events
- **Update customers on what is coming for what special days (Father's Day Cake, Mothers Day)**  
Social media, e-mail, and SMS can lead people to know about what is new.
- **Promote new flavors and healthy recipes with attractive audio and photos**  
Quality and well-sized photos should be organized on the webpage to attract customers



# Website Long Term Goals

www.torontocupcake.com

- **Set partnerships with wedding planners, event venues, and local businesses**

For long-term active customers, social media is a strong tool. Linking social media channels and having good reviews will increase the success of the goal. To develop a webpage success we can track the data via Google analytics or such tools

- **Improve customer satisfaction**

By improving the customer support system and helping customers to easily find contact information on the webpage. Designing easy order progress, providing different payment selections, pickup-delivery options, and notifying about order progress are some of the key points to work on.

- **Create awareness about the company and the product.**

By google ads, active social media, and community events

- **Building customer loyalty**

By point system and coupons

- **Increase community footprint by linking to partner and charity organizations**

Helping to minimize wasting, left-over policy.



# User Tasks

Browse/search via social media and search engines

Reading the information about cupcakes and the reviews about the webpage and customer service

Create a user account to be able to inform about notifications and collect the points

Ordering the cupcakes from the website

Purchasing via different options like card, pay in-store.

Connect with people after having experience with the product and website.

Pick-up from the store at the scheduled time

Review the experience via social media or webpage comments section.



# Archetypes

- Wedding/event planners, event venues, and local businesses
- People searching online for good cupcake places to visit
- Parents who are generally middle age and have kids younger than 12
- Dessert lovers
- People going to have weddings or celebrations
- Day Cares / Schools
- Walk-in
- Local residents
- Tourists



# Persona:

A fictional user whose goals and characteristics represent the needs of a group of users



**Milena Miller**

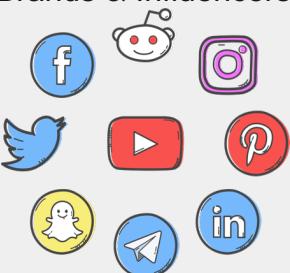
Age: 36

Work: Preschool Teacher

Family: Married with 2 kids

Location: Toronto

Brands & Influencers:



Milena has two kids and is a preschool teacher. She loves to eat sweet things but still trying to find healthy options. She never leaves home without her phone and stays connected social media. She has a busy life so online order for food is so she often orders for takeout food deliver to her home.

## Goals:

- To Make sure her family eats healthy food
- Regularly support a local business
- Quick and easy online order for food
- To be able to anticipate what will be in stock at any time

## Frustrations:

- The downtown location can make parking a hassle
- Difficult to know what they are going to have a week to week
- Not getting proper information about ingredients and allergens

"There's nothing a cupcake and coffee can't solve."

# Scenario

Milena is a 36-year-old working mom. She is planning a birthday party for her 5-year-old son. However, some of his son's friends may suffer from allergies and cannot eat certain ingredients like nuts. She should order online and know the ingredients of the cake to be sure about safety.

Milena visits a nearby cake shop that she has heard good things about but cannot see any information indicating whether or not the cupcakes that this shop sells contain allergic ingredients. Milena decides to line up anyway but after waiting for 10 minutes in line, she discovers that the cashier also does not know. Milena is frustrated that some of the kids may not be able to eat the cake she bought or even worse can happen if they eat and have reactions.

She decides that online ordering may be a better option for her. She wants to track her online cupcake order so she knows when exactly she will get her cake. Milena wants to filter out certain ingredients so she can easier find cakes without allergens. She wants to buy a large number of cupcakes for a party she is organizing.

Milena wants to see what other users thought of a potential cupcake so she has an idea of what she is buying. She wants to see user reviews so she can get help deciding on which cake.

She was so desperate to find and order the cupcake she wants but after finding the torontocupcake webpage, she felt relieved because the webpage was informative and easy to use. She ordered and contact customer service for extra birthday decorations. She was satisfied because they were helpful and trustworthy. On the scheduled pick-up day, she notified and picked up the order. The product was so good and tasty. She had lots of compliments so after her son's birthday party, she did not forget to follow on social media and left good reviews.



# Experience/Journey Map

Research is done based on understanding customers' needs and aims to describe their goals and problems. To help define customers' problems and help the researcher to empathize with a user, a simple journey map is designed.

	Research	Ordering	Support	Pick-up	Review
Customer activities	1-Hears from friends, 2-See offline or online ads 3-Checks social media to find the reviews	1-Reviews the menu 2-Registers account 3-Choose the cupcake 4-Check the ingredients and allergens 5-Ads additional information to the order 5-Sets pick-up time places the order, and pays.	Contact customer service if they can place extra birthday decorations she just bought from a store for the top of cupcakes.	1-Gets the notification that food is ready 2-Go to the cupcake bakery 3-Picks up the order	1-Enjoys the cupcakes 2-Gets good reviews from the friends who eat the cupcakes 3-Leaves the comment on the website and gives 5 stars. 4-Starts following on social media and leaves good comments.
Customer goals	Finding the best option to order cupcakes.	Order effortlessly Find the necessary information easily	Get help if problems appear, and they are helpful if the customer demands extra.	Picks up order effortlessly and when needed	Repeat good customer experience
Improvement opportunities	Google ads with straightforward navigation to the website	Offer to quickly log in with Google, Facebook. Offer multiple payment options	Send an e-mail or SMS to the customer for confirmation.	Offer delivery for people who are not able to pick up. Upon arrival, customer gets a bar code that is scanned by a bakery employee.	Offer to rate both services and food. Inform about social media accounts. Loyalty program build in. Discount on repeat purchase. Point system
Feelings	Glad that she will not stand in line to order	Happy that she finds safe ingredients and all the information regarding allergies.	Surprised over how easy that was.	Relieved that there is no waiting line and the order is ready on time.	Feeling proud and inspired.
Experience					

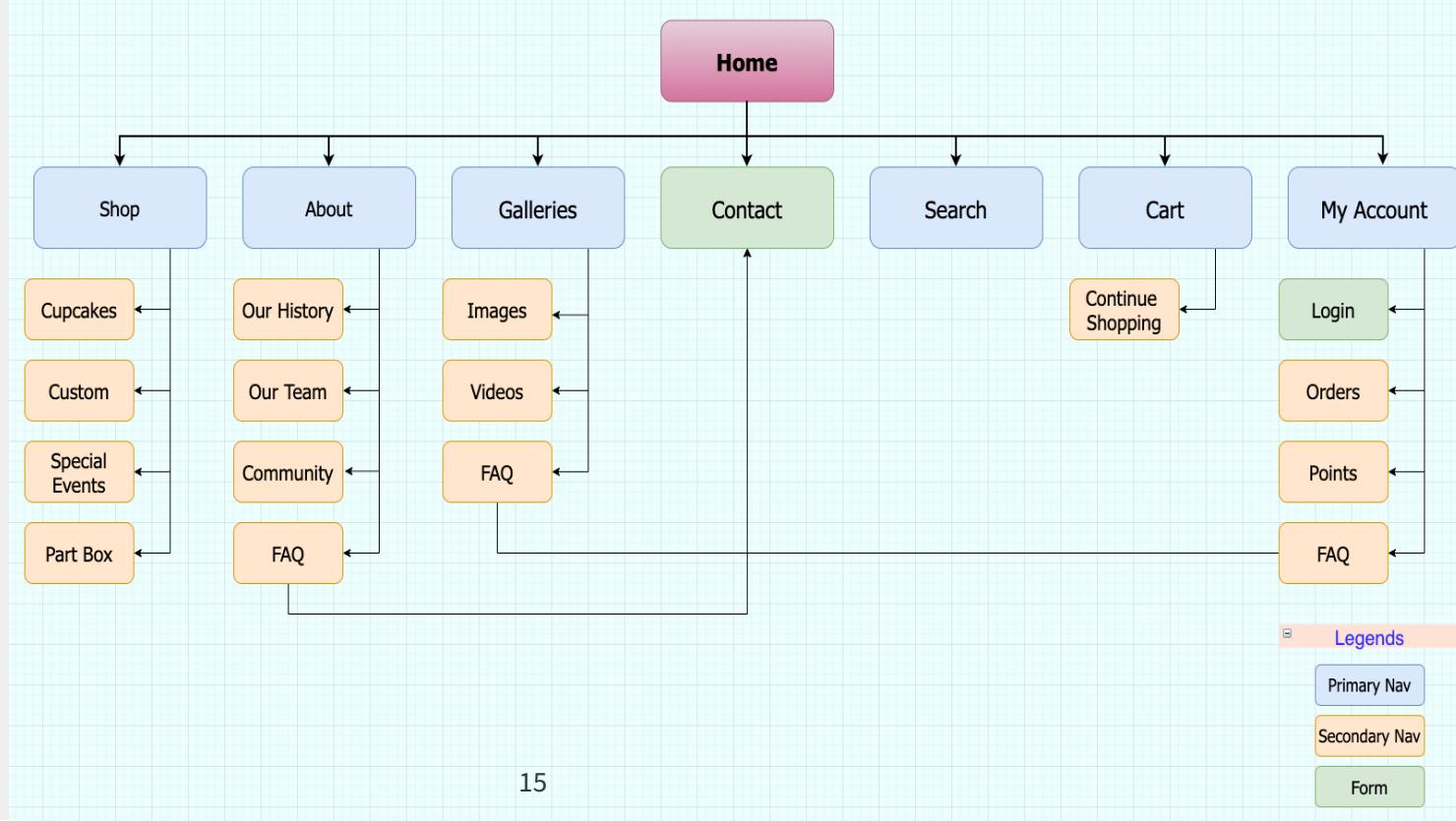
# Concept Map

Visual representation shows what possible content could be used on the website, how it might be organized, and potential labelling and navigation ideas.



# Site Map

Connections between web pages, web page trees, and website content have been visualized by the map below.



# Facets

With a faceted navigation system, users narrow down search results by applying multiple filters based on faceted classification of the items.

Flavours

Occasions

Promotions

Custom

Chocolate

Wedding

Sale

Happy Birthday

Caramel

Events

Special Offer

Just for Kids

Cinnamon

Birthday party

Custom Image

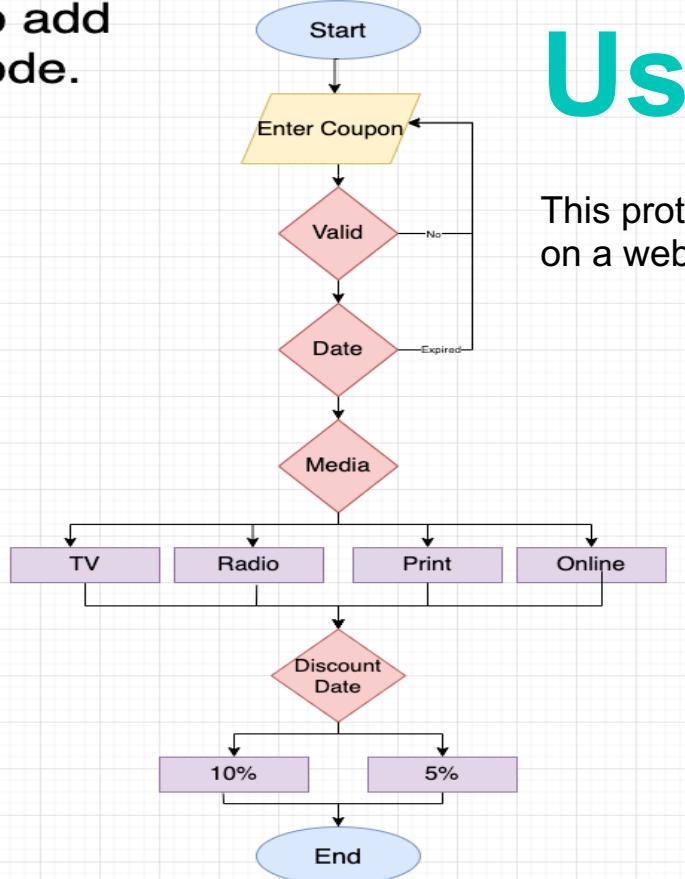
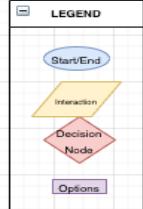
Vanilla

Red Velvet

Coconut



Client's shopping process to add coupon code.



# User Flow

This prototypical path is supposed to reflect user on a website or app to complete a task.

# Meta tags

```
<head>
<title>Toronto Cupcake | The Best Fresh Homemade cupcakes and pastries in
Toronto</title>

<meta name= "description" content=" Toronto cupcake is an elite cupcake bakery selling
fresh hand-made cupcakes in Toronto Downtown 😊 Artisan cupcake and Sweat treats 🎂
Baked Fresh Daily Since 2012 ✅ Custom design, Retail and Wholesale. Varieties include
organic options" />

<meta name=" Keywords" content=" Toronto cupcake, cupcake in Toronto, fresh homemade
cupcake, shipping, allergen-free, organic, online order, custom design, no-waste, gluten-free,
healthy, easy order progress, partnership for wholesale " >

<meta name ="revisit-after" content="7 days"> </head>
```

## Credits

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by [SlidesCarnival](#)
- Photographs by [Unsplash](#) and [Pixabay](#)

