BAKERY WEBSITE DESIGN

GOOGLE UX PORTFOLIO PROJECT

UX/UI CASE STUDY

Sweet and Safe is a bakery that offers alternative options that are allergy friendly. Whether it be for dietary restrictions, allergies or simply want to try a different type of baked good, users can quickly order online for local pickup or delivery.
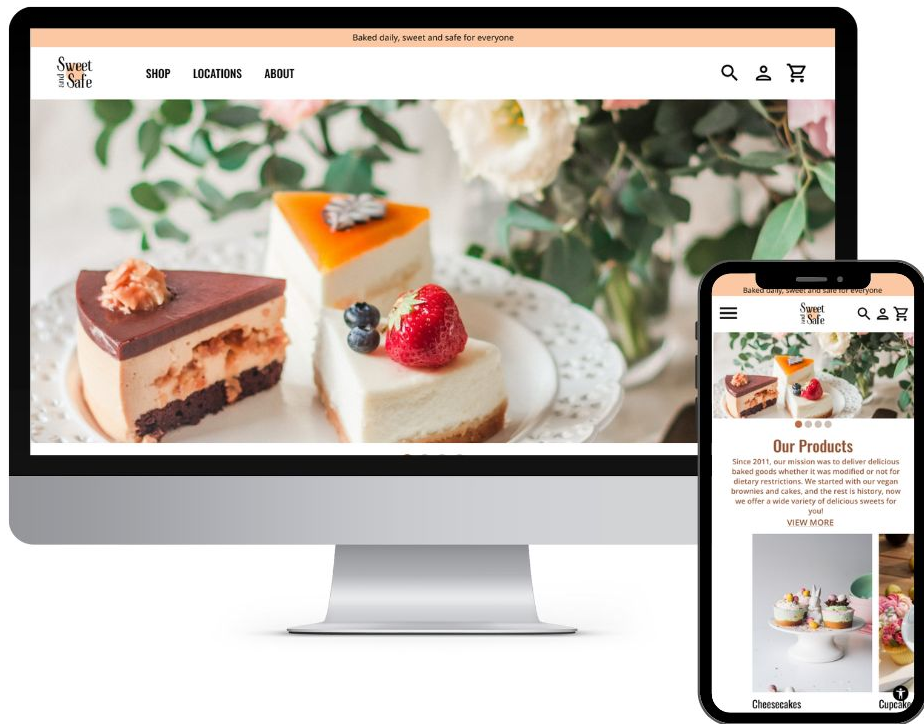
Project Duration

April 2023 - May 2023

My Role

UX/UI Designer

Responsibilities

Conducting User Research, Paper and Digital Wire-framing, Low and High Fidelity Prototyping, Conducting Usability Studies, and Design Iterations

Project Overview

The Problem ⚠️

Available bakery websites don't always provide detailed allergen information, ingredients, product images and customer reviews.

The Goal 🎯

To design an e-commerce website that is user-friendly and is easy to navigate through.

01

Understanding the User

User Research
Personas
Problem Statements
User Journey Maps

User Research

After exploring through multiple bakeries with an e-commerce platform, I conducted a competitive audit to find the gaps in the bakery market. I discovered that majority of bakeries offered a quick online ordering process but varied greatly in content.

I also conducted interviews to create empathy maps and to better understand what the common pain points were.

User Pain Points

01
Non-Responsive Design

Websites that fail to adapt to different screen sizes

02
Lack Of Customer Reviews

Lack of product reviews makes it difficult for users to trust the company's products

03
Poor Website Design

Designs that make it difficult to interact with creates a poor user experience

04
Complicated checkout flow

Some users abandon their oder due to an overly complicated and long checkout process or if they are required to make an account to checkout

Riley

Riley is a busy college student who needs detailed product information because they want to be aware of what they're consuming.

Goals

- To be able to see detailed information on allergens and ingredients
- To customize order to be allergy-friendly/adhere to dietary restrictions

Frustrations

- "I struggle finding bakeries that offer affordable & tasty baked goods"
- Websites that don't provide much information on their products

"A healthy body leads to a healthy mind"

Riley is a student at the University of Chicago and an intern at a local nonprofit organization. During their free time, they enjoy exploring for healthy and delicious dessert shops in the city. Half of the time, the shops that sell healthy alternatives of baked goods aren't as tasty or they don't sell options that adhere to a range of dietary restrictions. It can be a frustrating search but when they do find a place, it immediately becomes their to go place.

Age: 22 years old
Education: B.S in Psychology
Location: Chicago, Illinois
Family: Single
Occupation: Student, Social Work Intern

User Journey Map

I created a user journey map to identify where the pain points occur and what improvements can be made.

Persona: Riley   Goal: To buy baked goods that adhere to dietary restriction online.

ACTION	Select bakery	Browse menu	Select an item	Add to cart	Check out
TASK LIST	A. Search for bakery website B. Choose a bakery that looks like it has good products	A. Browse the website B. Search and filter if necessary	A. Select size/serving B. Select quantity	A. Add item to cart	A. Select either local pickup or delivery option B. Add shipping information C. Add billing information D. Confirm order
EMOTIONS	Curious on what baked goods they have	Frustrated with small text	Unsure about product due to lack of descriptions	Hesitant on choices	Hopes the product is freshly baked
IMPROVEMENT OPPORTUNITIES	Create inviting landing page with images of products	Utilize intuitive icons and appropriate font size	Include reviews and information on allergens and ingredients.	Make it easy to edit cart items	Offer return policy information and customer service contact

02

Starting The Design

Sitemap
Paper Wireframes
Digital Wireframes
Low Fidelity Prototypes
Usability Studies

Sitemap
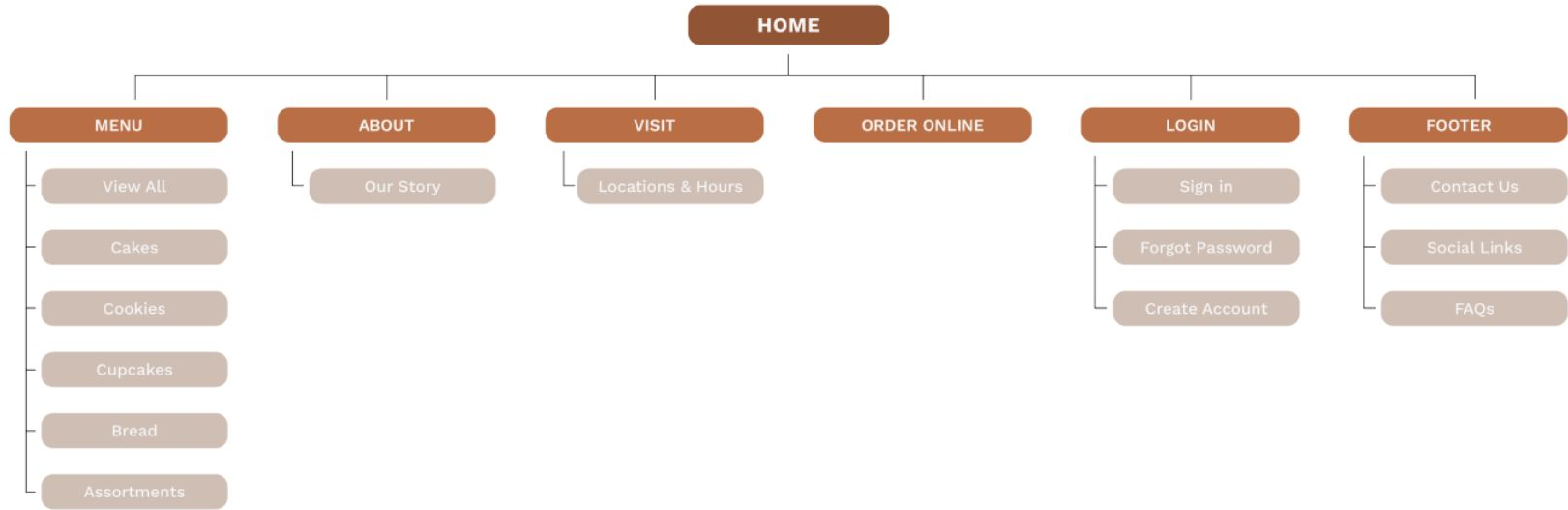
Many users dislike information overload on websites as it makes it difficult to navigate and to find information they need. Thus the goal was to simplify the navigation structure as much as possible, but still retaining important tabs.

Paper Wireframes

With the users' pain points in mind, I iterated several screen designs for each main screen. I explored with different features and structural components to create a clean and organized layout.

For the home screen, I wanted to emphasize on visuals and quick access to the other pages.
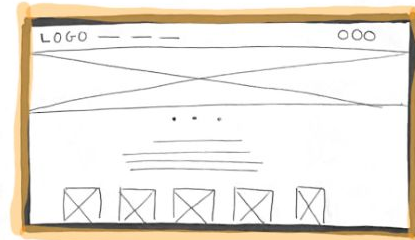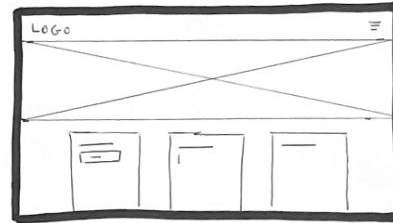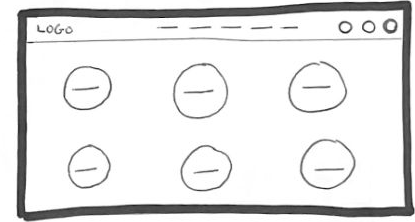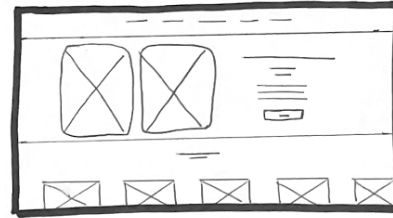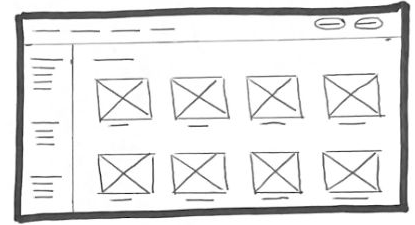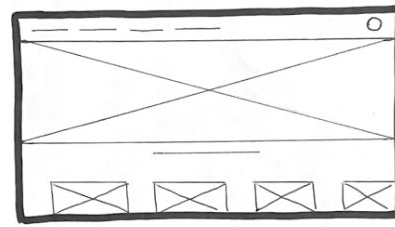
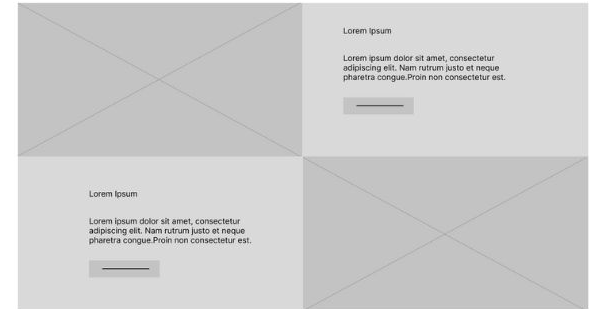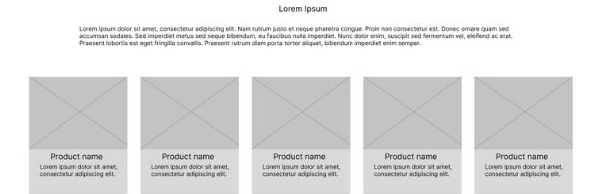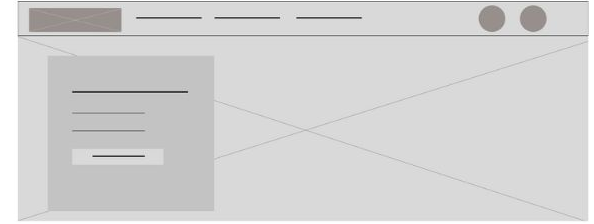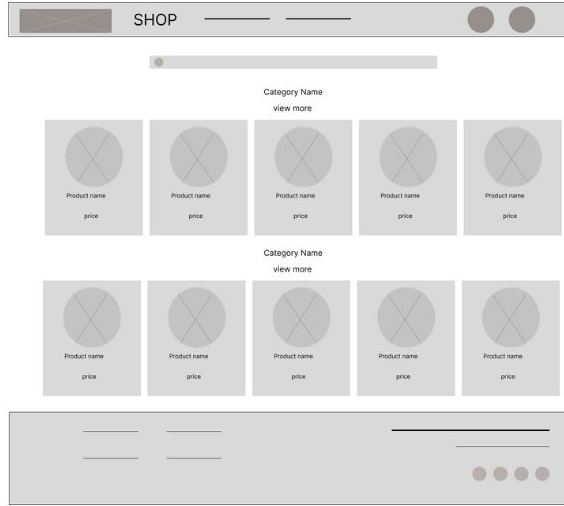The bottom right design was selected as the Home screen design.

Paper Wireframes:
Screen Size Variations

To make sure the website was responsive to different screen sizes, I worked on how the design would look like on a tablet and mobile.
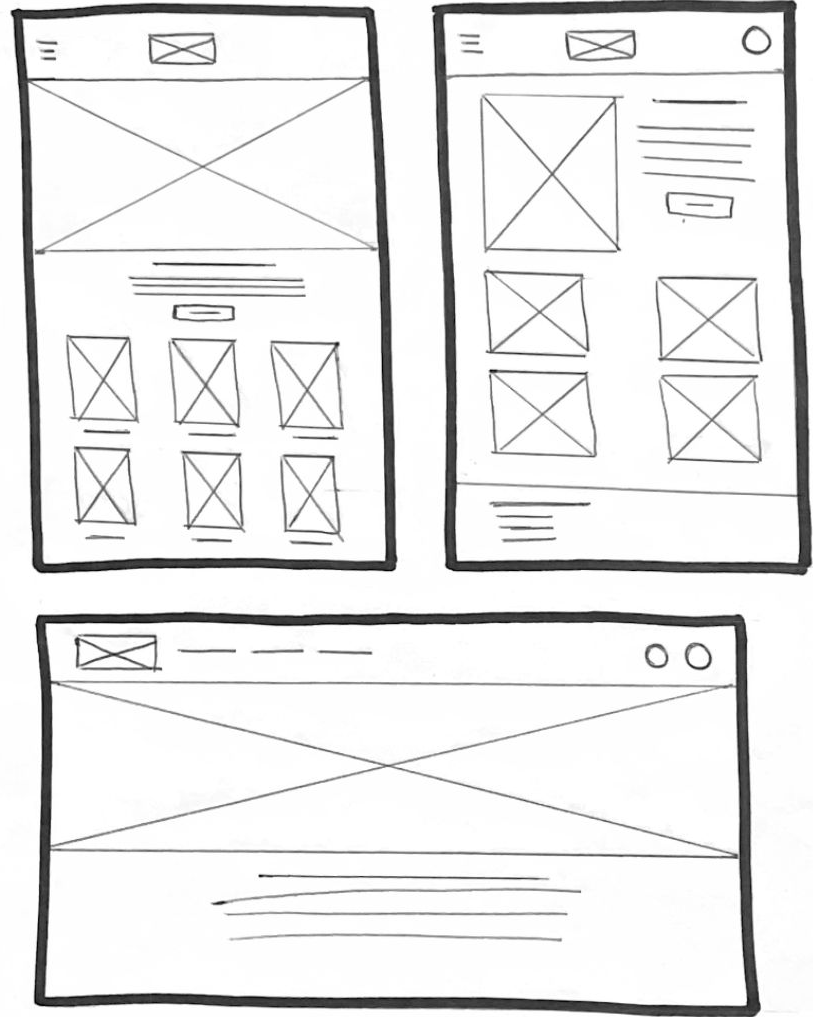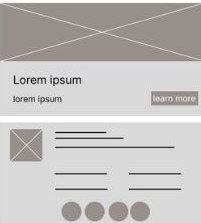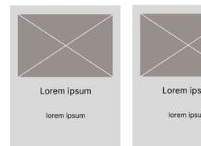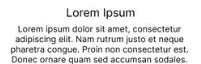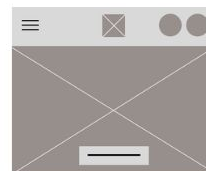
Digital Wireframes

Using the tool Figma, I made digital wireframes for each screens.
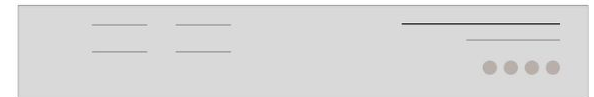
Digital Wireframes:
Screen Size Variations
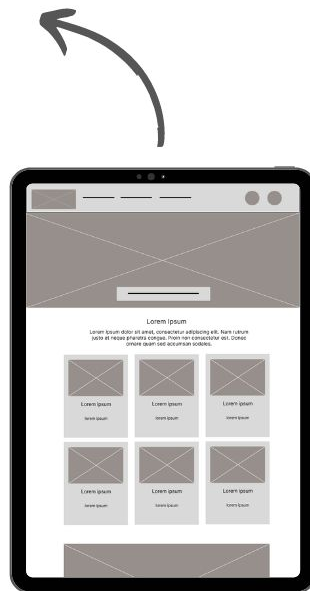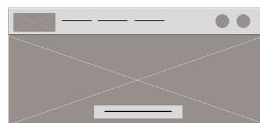
Low Fidelity Prototype
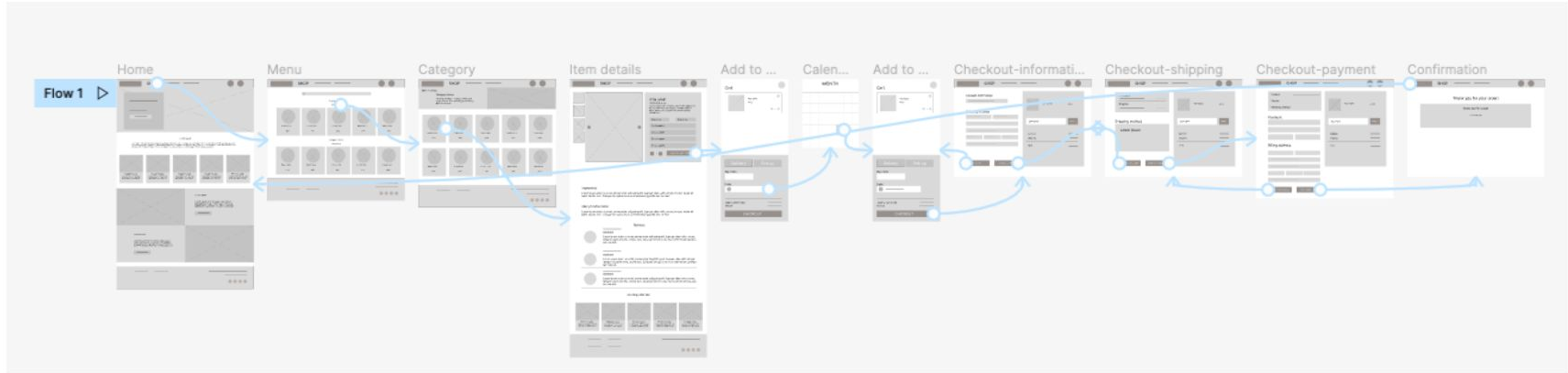
The low fidelity prototype connects the primary user flow of selecting an item to the cart and checking out.
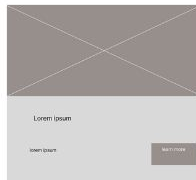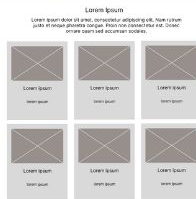
View the Sweet & Safe low fidelity prototype [here](#)

Usability Study: Parameters

Study Type

Unmoderated Usability Study

Location

United States, Remote

Time Duration

10 - 20 min

Participants

5 individuals

Usability Study: Findings

01

Search Icon

There was no search icon or filter for users to quickly look for a product

02

Design Layout

A portion of users found some pages overcrowded with content,

03

Confusing End Page

A portion of users found the design lacking with no relevant information nor button to go back home.

03

Refining The Design
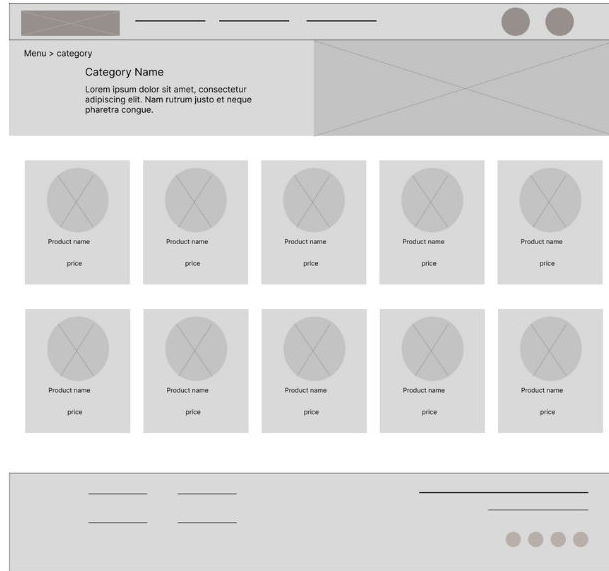
Mockups
High Fidelity Prototypes
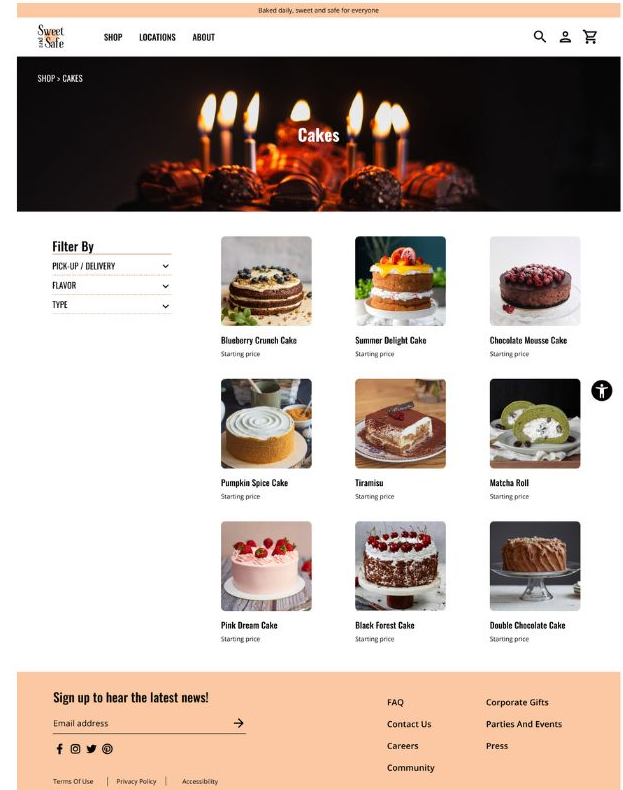Accessibility

Mockups

Based on the insights from the usability study, I added a search and filter for users to easily search for a product.

The design layout was also modified with more white space to resolve the issue of overcrowding.
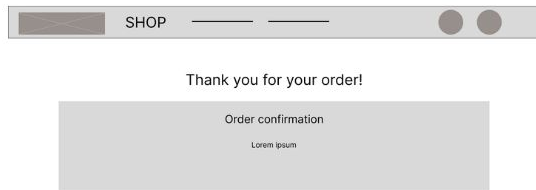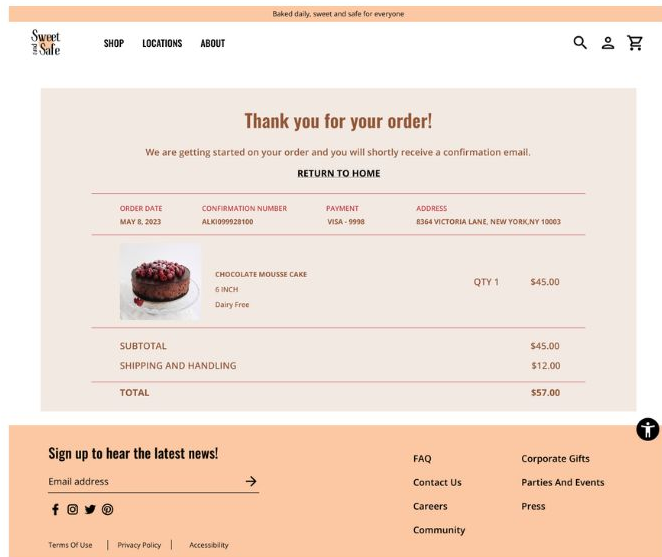
Mockups

For the last screen of the user flow, I added more details and a 'return to home' button.

This allows users to clearly see their order details and can navigate back to home via the button or the logo button in the navigation bar.
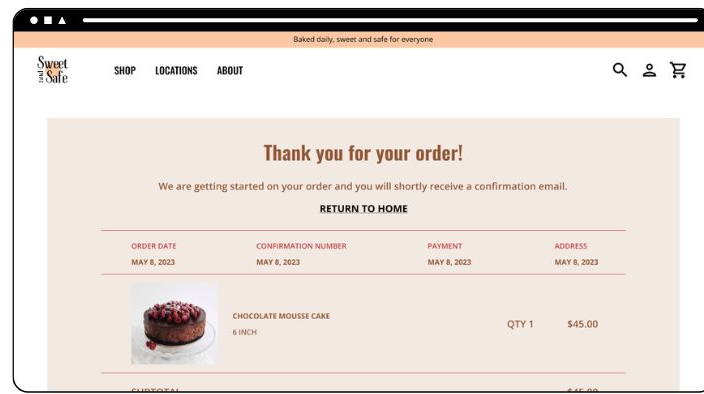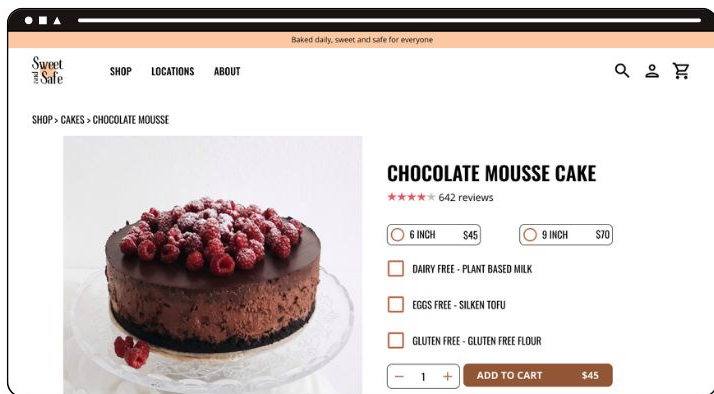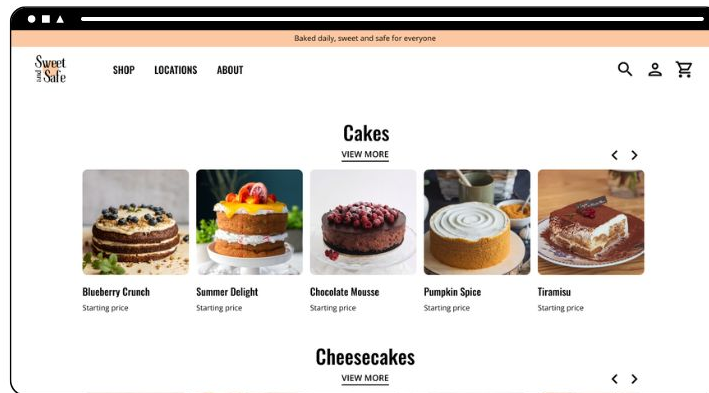
Before Usability Study

SHOP

Thank you for your order!

Order confirmation

Lorem ipsum

After Usability Study

Baked daily, sweet and safe for everyone

Sweet and Safe   SHOP   LOCATIONS   ABOUT

Thank you for your order!

We are getting started on your order and you will shortly receive a confirmation email.

RETURN TO HOME

ORDER DATE	CONFIRMATION NUMBER	PAYMENT	ADDRESS
MAY 8, 2023	ALKI099928100	VISA - 9998	8364 VICTORIA LANE, NEW YORK,NY 10003

CHOCOLATE MOUSSE CAKE
6 INCH
Dairy Free   QTY 1 $45.00

SUBTOTAL $45.00
SHIPPING AND HANDLING $12.00

TOTAL   **$57.00**

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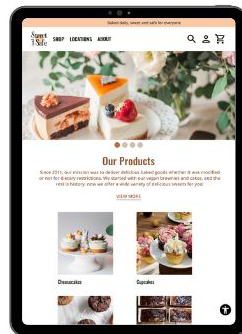Careers   Press
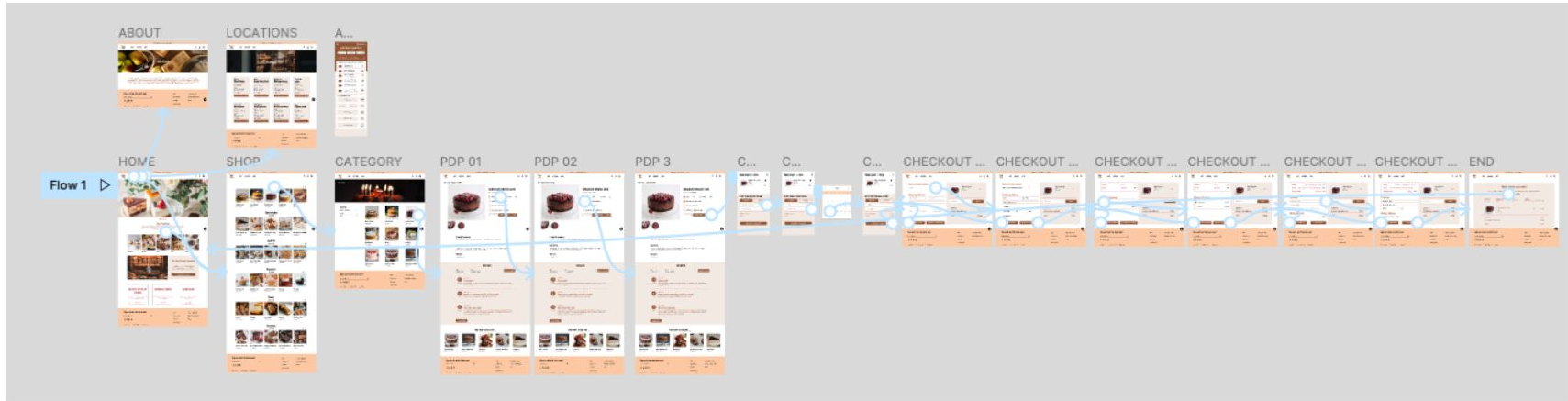Community

Mockup: Original Screen Size
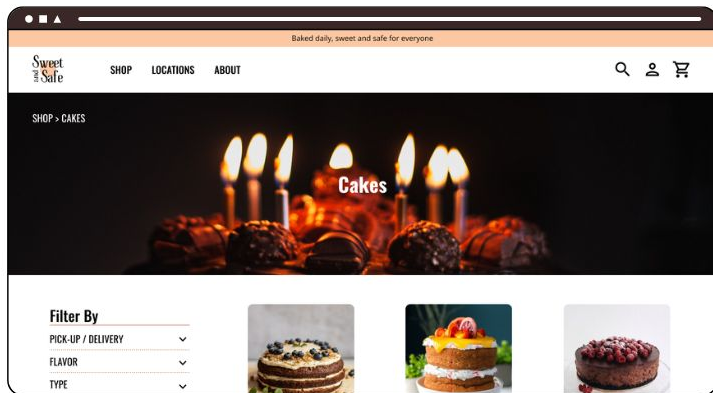
Mockup:
Screen Size Variations

To provide a smooth user experience, the website's content must adjust to best fit the device users are shopping from.

It's important to keep in mind the general screen sizes users will use, such as the tablet and mobile phone.

High Fidelity Prototype

The final high-fidelity prototype presents a user flow of navigating throughout the main screens and checkout process.

View the Sweet & Safe high fidelity prototype here

Accessibility Considerations

01

Checked Color Contrast

Made sure the color contrast met Web Content Accessibility Guidelines.

02

Accessibility Adjustment Widget

A tool that for accessibility adjustments based on a user's individual need

03

Hierarchal Headings

Different header sizes for a distinct visual hierarchy

04

Going Forward

Takeaways
Next Stops

Takeaways

Impact

Although this is a concept project, hopefully users can find the design easy to navigate through and an enjoyable process!

What I learned

Although it's nice to design an aesthetic website, the main focuses are responsiveness, functionality and accessibility. Small design changes with those kept in mind, can make a huge difference!
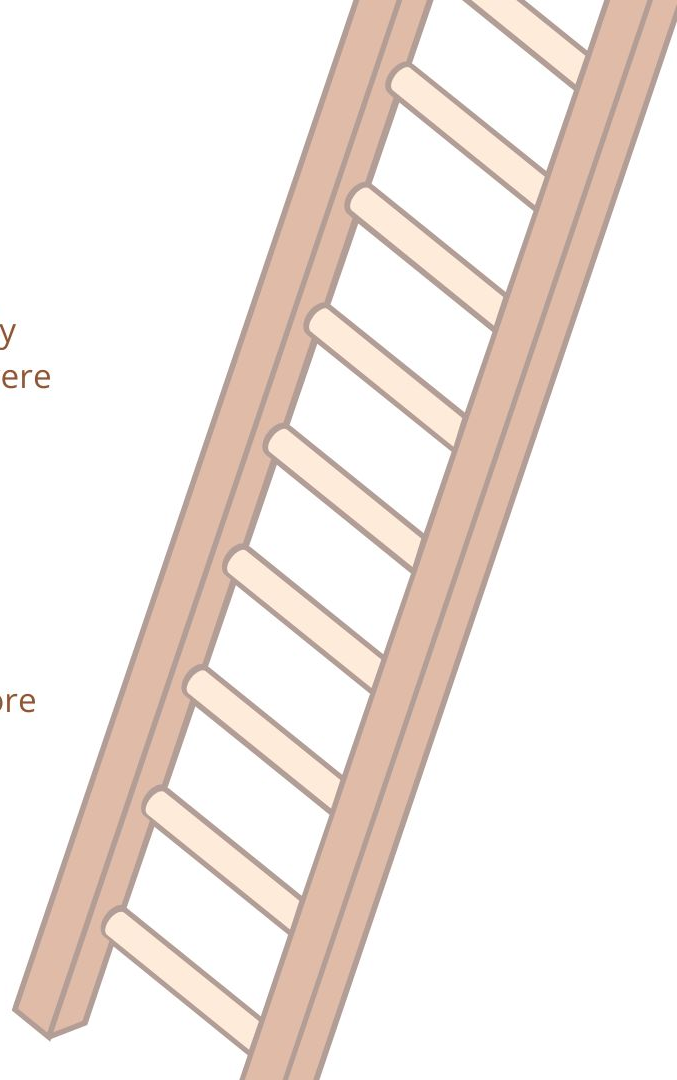
Next Steps

01   **Conduct another usability study**   A post-product launch usability study would provide insights on gaps that were left out in the design

02   **Ideation and Research**   What other features can be incorporated to make the website more accessible?

Thank you for you time!

If you'd like to get in touch, my contact information is provided below

✉ jessicahchoi93@gmail.com