

The Sweet & Safe Bakery app allows you to easily order and customize baked goods. Whether it's to adhere to dietary restrictions or to try a healthy alternative, there's an option for everyone!

Project duration:

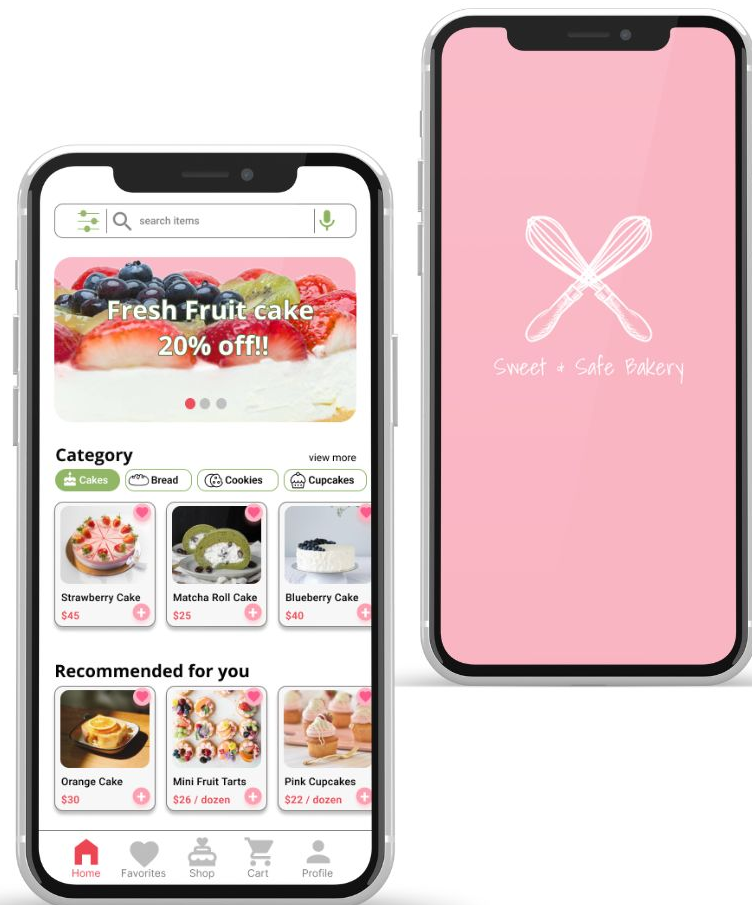
February 2023 - April 2023

My role:

UX/UI designer

Responsibilities:

Conducting user research, paper and digital wireframing, low and high fidelity prototyping, conducting usability studies and design iterations



Project Overview

The Problem

Going to the bakery in person or making a phone call to place an order can be time-consuming, anxiety-ridden and frustrating. Working people don't always have the time to bake desserts or make a stop by the bakery.

The Goal

The goal is to design a mobile app for users to easily customize and pay for their orders at their own convenience.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User Research

I first explored how other bakeries were providing their online ordering services. I wanted to know if users were provided with detailed allergen information, alternative options and an easy checkout process. A competitive audit helped me understand how users interact with the product and discover unique features to add to my design.

I also conducted interviews and created empathy maps to better understand what users need and what their pain points.



User Pain Points

1

Time

Majority of users don't want to waste time. Whether it be taking the time to stop by the bakery or waiting in line to order or pick up.

2

Confusing navigation

Users prefer an intuitive platform that is easy to navigate through. The process of searching through the menu and checking out an order should be easy and efficient.

3

Lack of customization

The lack of a customization feature means an extra step users will have to take if needed. It can be frustrating and time-consuming to ask the bakery if custom orders are possible.

4

Text heavy menus

Menus that lack images and are text heavy makes it difficult for users to read and order from.



Avani

Age: 35

Education: M.S in Business Administration

Location: San Francisco, CA

Family: Married

Occupation: Project Manager

"Food is fuel for the body, it's important to know what you're consuming."

Goals

- To be able to see a detailed allergen information
- To be able to see the ingredient list
- Have alternative options to adhere to dietary restrictions

Frustrations

- Doesn't have the time to stop by the bakery all the time
- Many bakeries don't have allergy-friendly options
- Unable to know if a product is allergy-friendly

Avani is a project manager with a busy schedule at a big tech company. After work, she's busy taking care of her two kids, who both have food allergies. She wants to be able to order allergy-friendly desserts for the family, but doesn't have the time to check out bakeries or search for a place that does allergy-friendly custom orders.

Avani is a busy career woman and mother who needs detailed information and custom options because they want healthy and allergy-friendly desserts for their family.



Kate

Age: 20

Education: B.S in Digital Marketing

Location: New York City, NY

Family: Single

Occupation: Student, Marketing Intern

"Even if I'm busy with school and work, there's always time for desserts!"

Goals

- To be able to place an order without waiting in line
- To be able to pick up their order at a set time
- To be able to see ratings

Frustrations

- Waiting in line takes a long time during busy hours
- Lack of reviews on items makes it difficult to decide what to order
- No images of the item

Kate is a student at the Fashion Institute of Technology and enjoys their weekend exploring food spots in the city. She likes to visit popular spots that she saw on social media. Whether it be for her coworkers, her friends or for herself, she likes to buy treats to share but many spots in the city are busy during lunch times and the weekends.

Kate is a dessert loving student who needs an easy and convenient way to place orders ahead of time because they don't have the time to wait to order and pick up.

User Journey Map

I created a user journey map for Avani to better understand how users could potentially feel when ordering baked goods.

Their journey map revealed how helpful it would be if there was a dedicated bakery app that had a customization option for its baked goods.

Persona: Avani

Goal: An easy way to order customized baked goods

ACTION	Select bakery	Browse menu	Place order	Complete order	Pick up order
TASK LIST	Tasks A. search for nearby bakery in browser B. select bakery	Tasks A. Browse online menu B. select items	Tasks A. locate phone number B. call bakery, ask if customizing is possible C. place order	Tasks A. confirm order B. get told the estimated time it takes	Tasks A. head to bakery B. pick up and pay C. head home
EMOTIONS	Overwhelmed by the options	Frustrated that items aren't customizable and can't tell how it looks	Feeling nervous, don't know if the bakery does custom orders	Anxious, don't know when it is the best time to head out to pick up	Happy and satisfied that the order is correct and allergy-free
IMPROVEMENT OPPORTUNITIES	Create dedicated app for bakery	Incorporate search filters Include images of menu items	Incorporate customizable ingredients	Simple in-app checkout flow Get notified when order is ready	Loyalty program / point system Option to leave a review

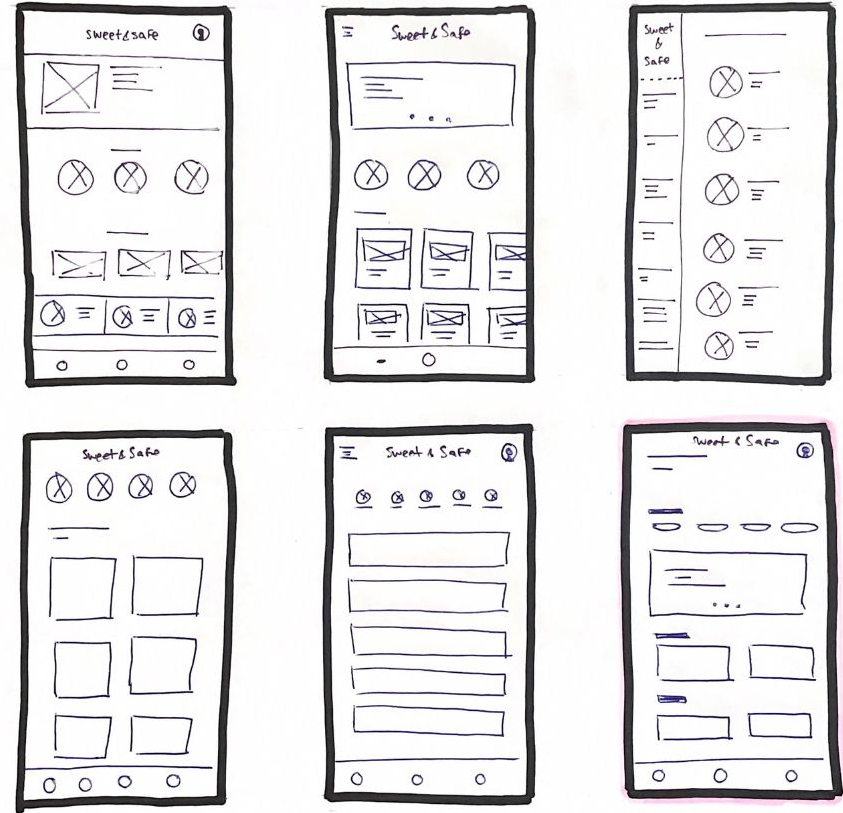
Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper Wireframes

Taking the time to make several iterations of the same screen allows for exploration of multiple element designs.

For the home screen, I focused on a minimal design with few text to focus on the images of the baked goods.



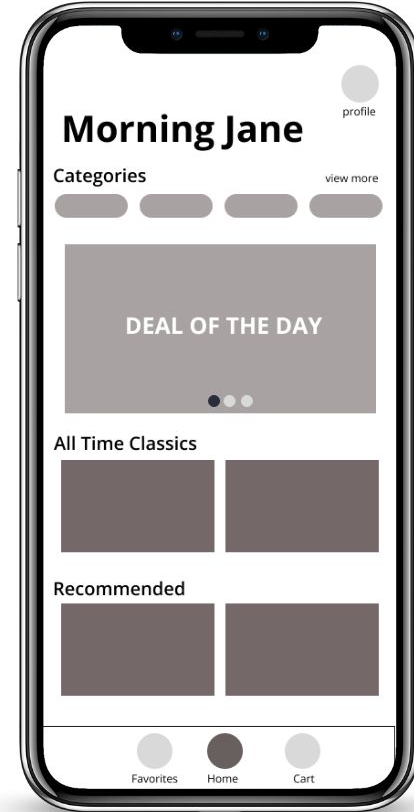
The bottom right design was selected as the home screen design

Digital Wireframes

The goal for the home screen was a simple structure to allow for easy and quick navigation.

For users who are new to the app and don't know what to select, classics and a recommendation section was added for users convenience.

A carousel makes it easy for users to view through the categories

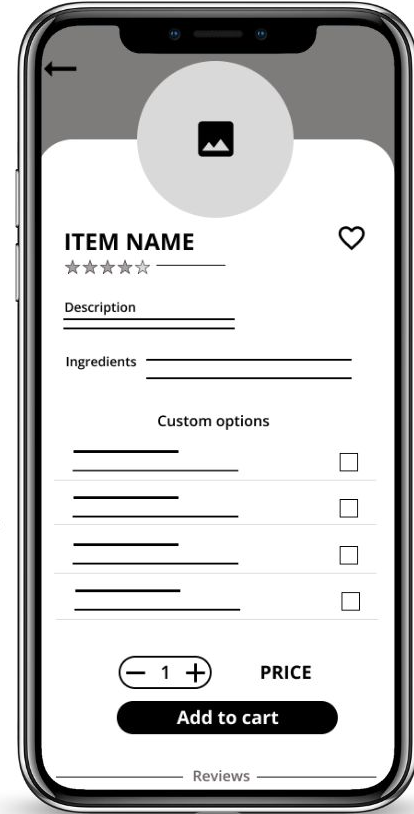


Digital Wireframes

The custom feature is one of the main highlights of the app, allowing users to order baked goods with alternative ingredients.

It was important to include checkboxes, allowing users to select multiple options.

Detailed information
on the allergy-free
options.

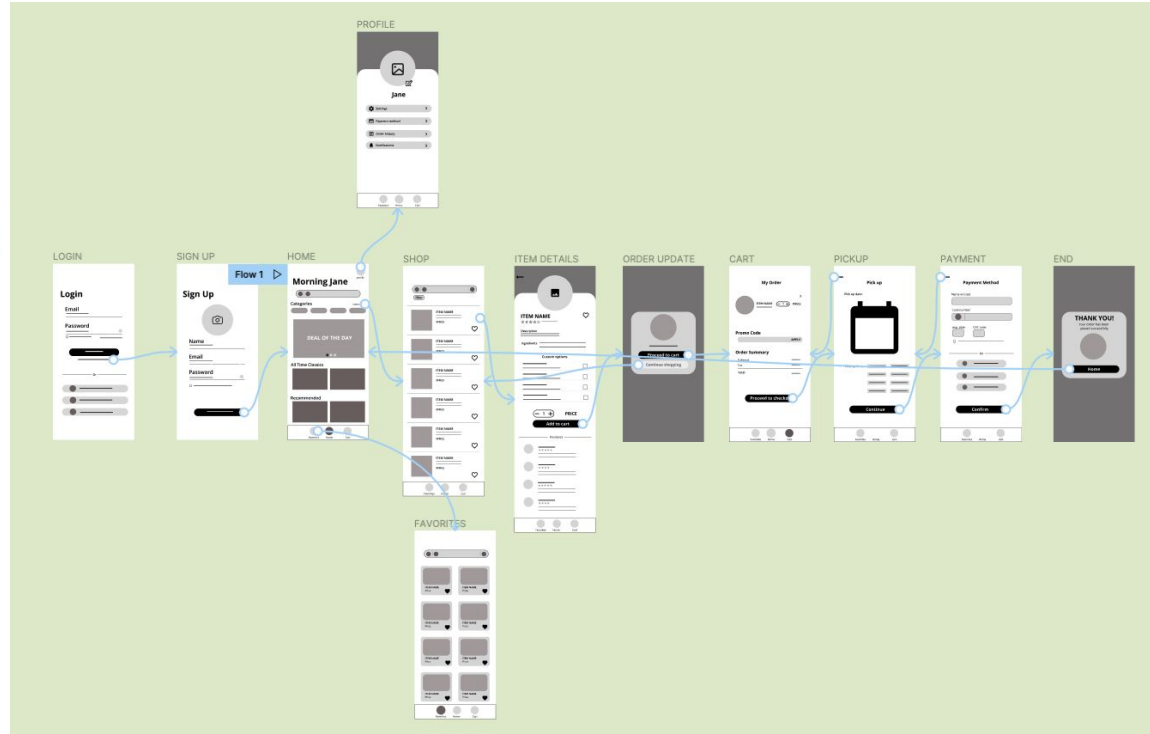


Low-Fidelity Prototype

The low-fidelity prototype connects the primary user flow of selecting an item to the cart and checking out the order.

This would be used for the first usability study.

View the Sweet & Safe Bakery low-fidelity prototype [here](#)



Usability Study

Two rounds of usability studies were conducted. The first study helped guide the designs from wireframes to mockups, and the second revealed what aspects of the mockups could be refined.

1

Users want a delivery option

2

Users want a quicker way to search for items

3

Users want bigger CTA buttons

4

Users want a more intuitive navigation bar

1

Home page could be better designed

2

Users need flexible time-options for pick-up

3

Color palette could be more cohesive

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

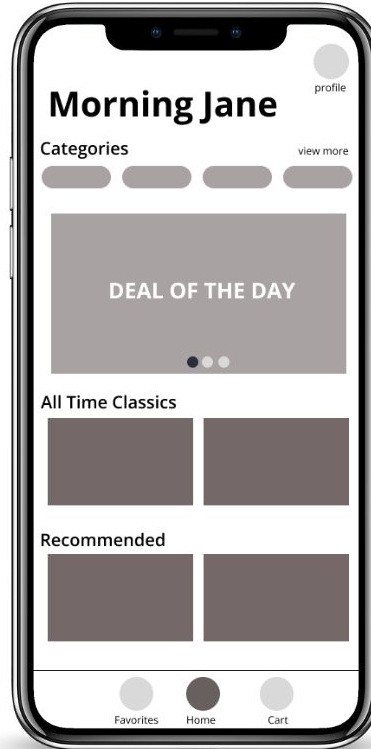
Mockups

The minimal screen structure is still maintained with a focus on the images of the baked goods.

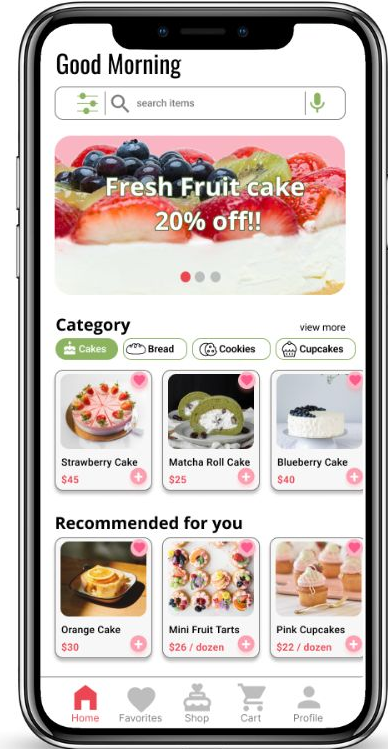
After the usability study, a search bar was added to allow users to quickly search for items or categories rather than browsing through the category carousel.

The navigation bar was also redesigned to include more important screens for easy navigation.

Before usability studies



After usability studies

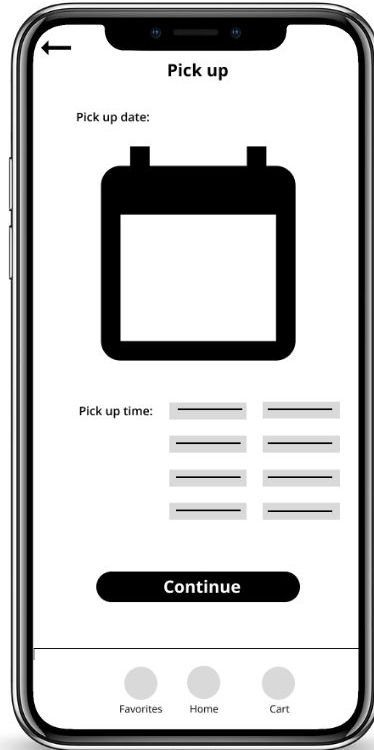


Mockups

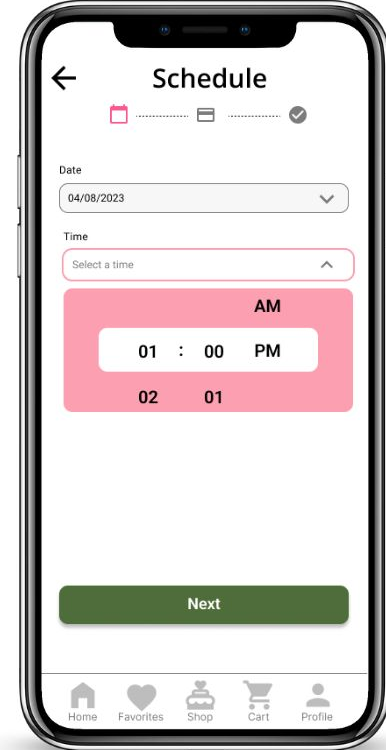
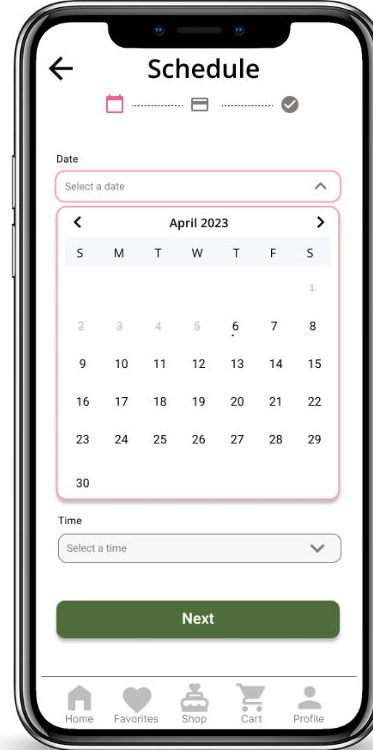
From both rounds of usability studies, participants expressed frustration with the first half of the checkout process.

In response, I added drop down menus for both the date and time form, along with a large calendar component and scrolling time picker.

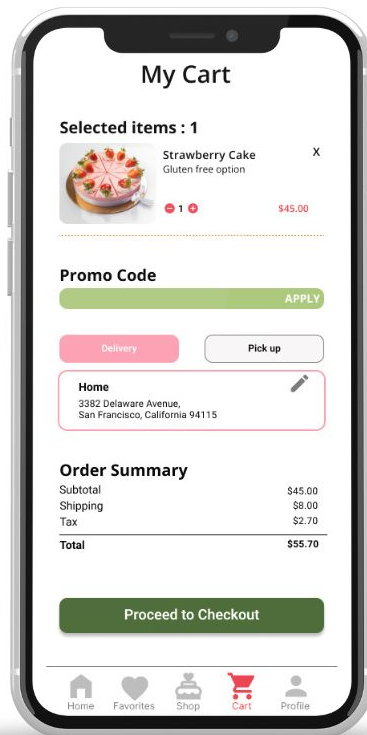
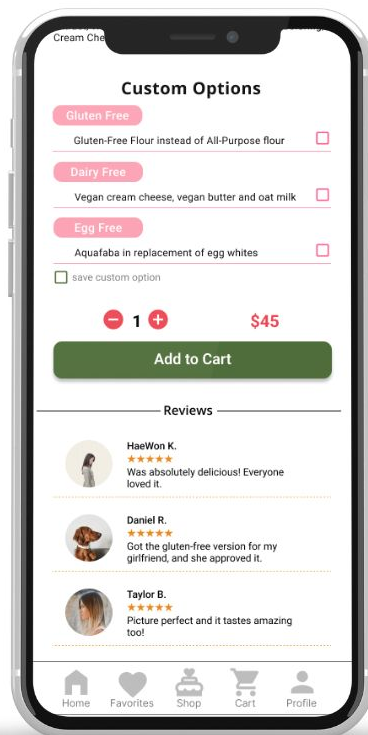
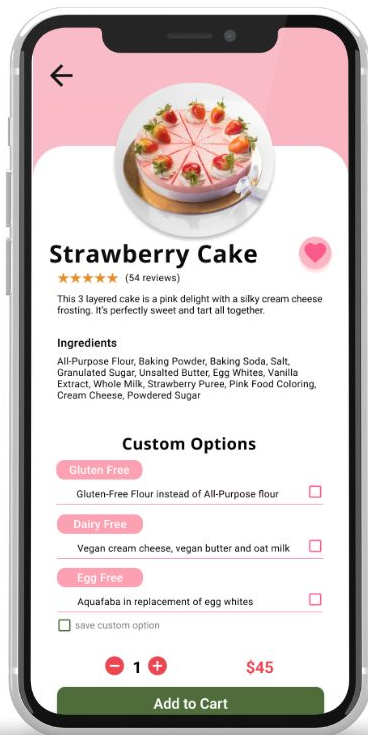
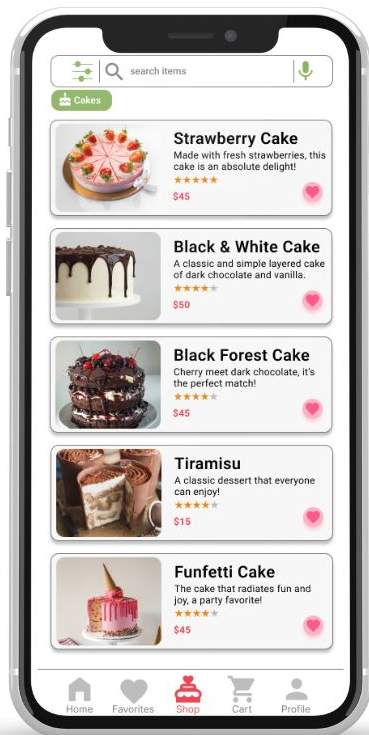
Before usability studies



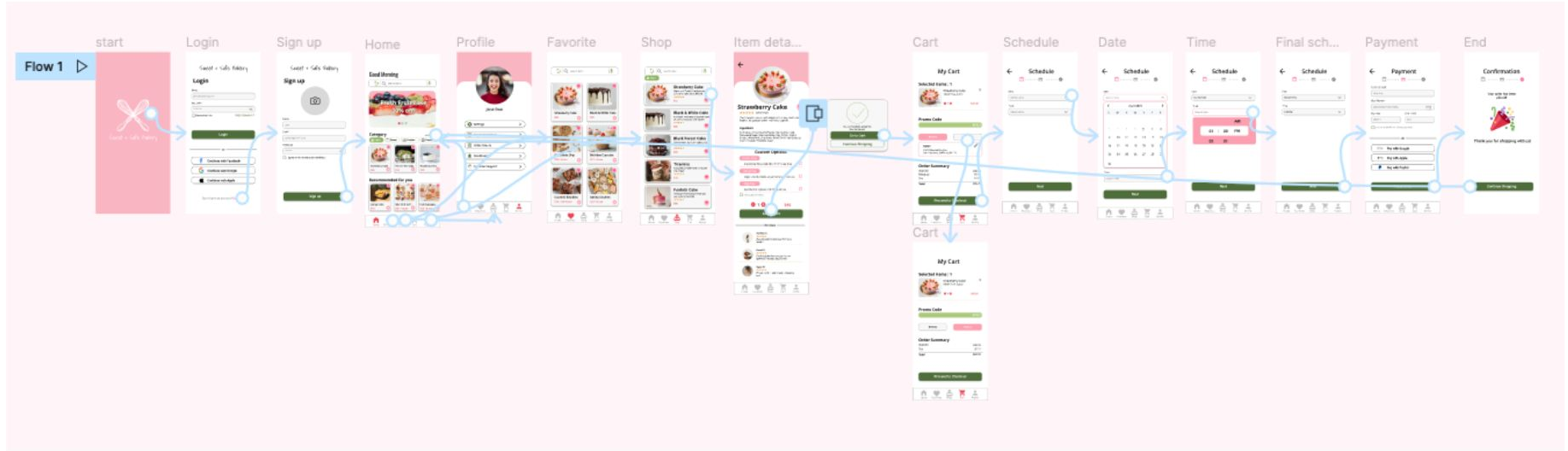
After usability studies



Key Mockups



High Fidelity Prototype



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

View the Sweet and Safe Bakery high fidelity prototype [here](#)

Accessibility Considerations

1

Speak to search feature

The voice interface makes it more accessible for users.

2

Intuitive icons

Universally known icons were utilized and strategically placed to guide users throughout the app.

3

Clear and detailed images

Images of the baked goods provide better understanding for the users of what the product is without heavy text blocks.

Going forward

- Takeaways
- Next steps

Takeaways

1

Impact

An app dedicated to users who want delicious baked goods and options that cater to different dietary restrictions.

It's an app for everyone!

2

What I learned

While designing the Sweet & Safe Bakery app, I learned that the users are prioritized in every aspect of the design process. And since not all users are alike, usability studies are integral to better understand how to refine the product to match the users' needs.

Next Steps

1

Conduct another usability study

Another round of usability study with a wider range of participants to test if the product is accessible.

2

Additional research

Search for secondary data if available and conduct more user research to determine any new users' behaviors, needs and motivations.

Thank you for your time!

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

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