

BONUS
— PLANT-BASED BAKERY —

The logo features the word "BONUS" in a bold, black, sans-serif font. A yellow star with a black outline is positioned between the "B" and the "N". Below the main title is a horizontal line followed by the words "PLANT-BASED BAKERY" and another horizontal line. The entire logo is enclosed within a thin orange rectangular border.

Bonus Bakery

Bonus Bakery is a plant-based bakery located in Vancouver, BC

Demographic

Based on social media analytics & customer relationships

75%

of customers are aged 25-44 with

87%

of the audience being women



Project Goal

Optimize the **online ordering process** on Bonus Bakery's website, focusing on the **customer experience** of ordering for delivery and in-store pick up.

Evaluation Methods & Results

Heuristic Evaluation

Study Method

4

design experts



Evaluated the usability of the online ordering process according to Nielsen-Norman Heuristics



To identify minor issues before testing with real users who will identify the major issues

Heuristic Evaluation

Study Results

SEVERITY 1

Visibility of system status

Detail attached with the order.

SEVERITY 2

Recognition rather than recall

Order deadlines and delivery dates

SEVERITY 3

Flexibility and efficiency of use

Flavour selection

SEVERITY 4

Error Prevention

Pickup/delivery time selection

Customer Survey

Study Method

49

current **customers**



Answered a series of open and closed ended questions about Bonus Bakery's **online ordering**



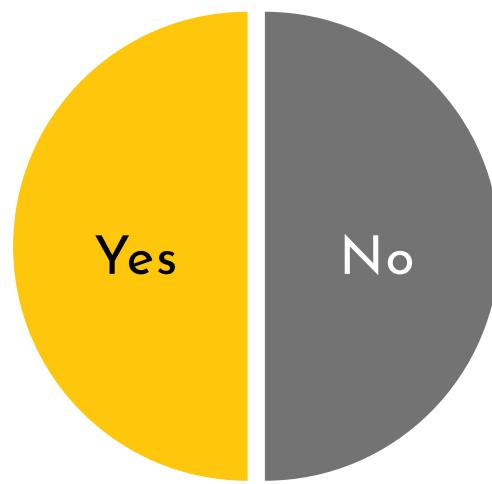
To gather quantitative and qualitative feedback and **input from real users**

Customer Survey

60%

of customer suggestions related to display of flavour options

Study Results



50% of respondents had neutral or negative opinions on the delivery & deadline pop-up

Usability Study Website

Study Method

4

Participants (**2 existing** customers
& **2 prospective** customers)

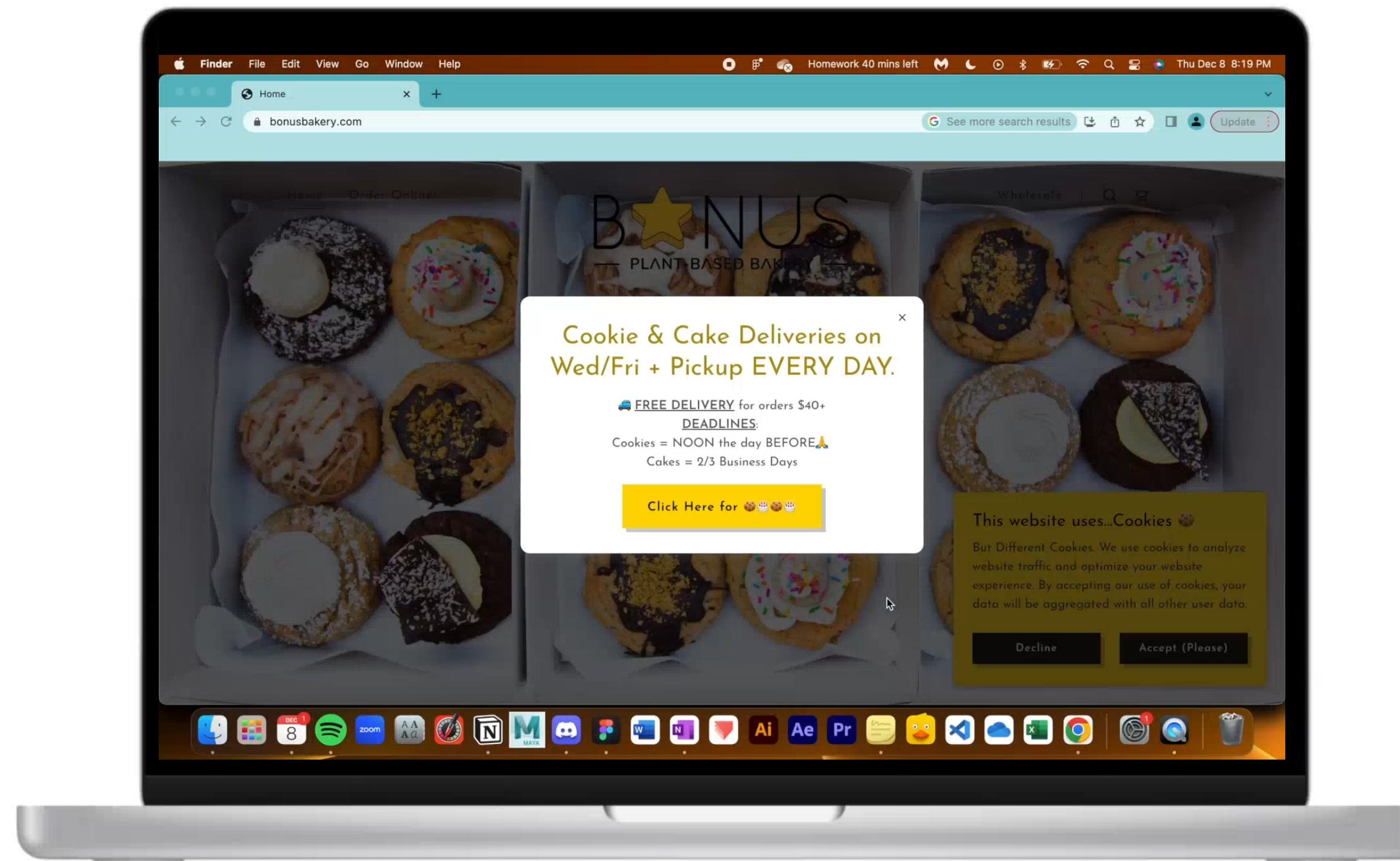


Completed **questionnaires** & **3 tasks**
on the website while thinking aloud



To observe real user behaviours
and **identify issues** in the online
ordering process

Usability Study Website



PROBLEM 1

Unclear Information

Deadlines & delivery dates not consistently available

PROBLEM 2

Improper Filtering/Sorting

Hard to find and select the correct products

PROBLEM 3

Allergen Identification

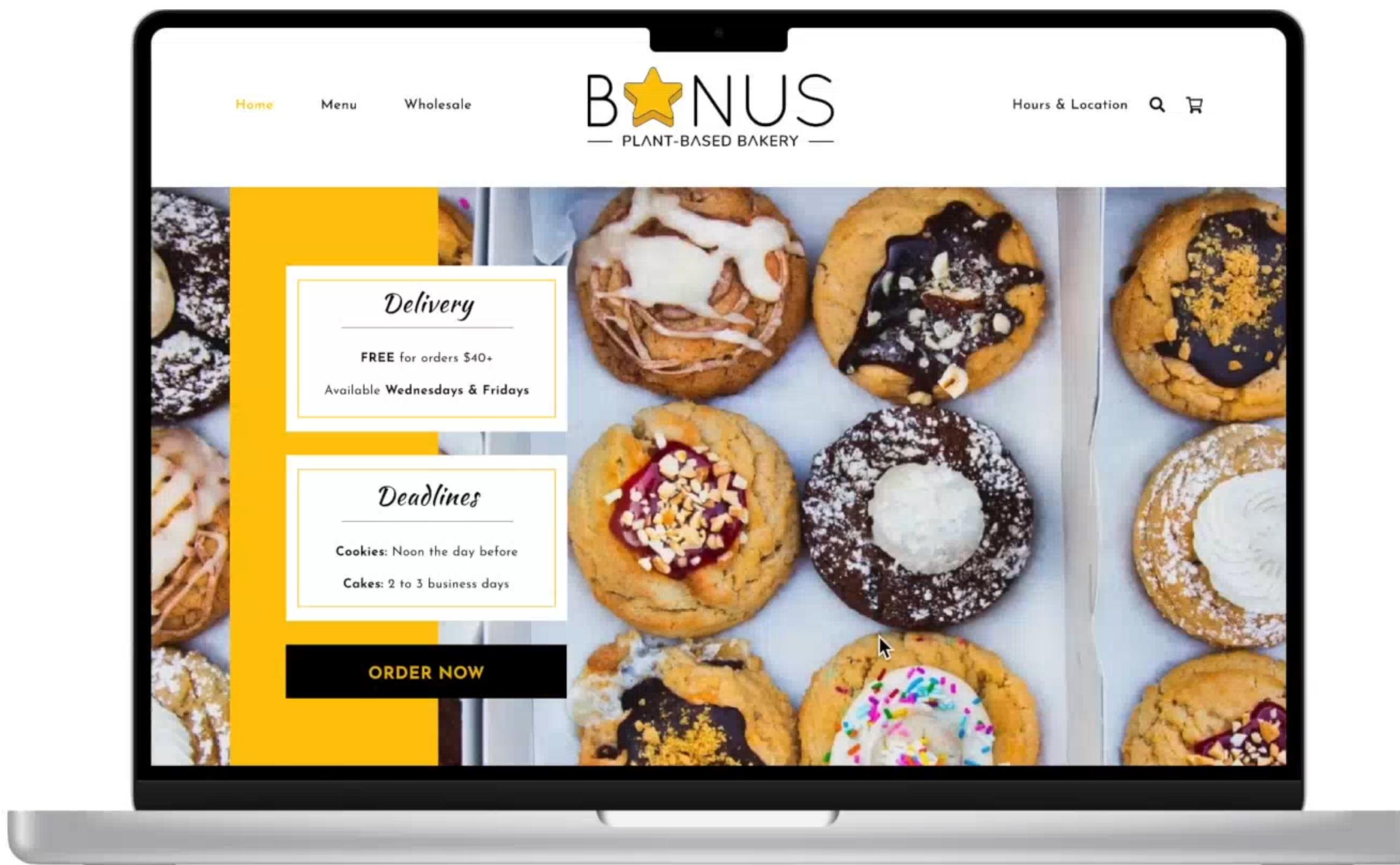
Hard to know what products are nut and/or gluten free

PROBLEM 4

Product Representation

Overall visual/graphical inconsistencies

Prototype



SOLUTION 1

Information Blocks

Important information highlighted

SOLUTION 2

Improved Filter Options

Filter and sorting feature to narrow down products

SOLUTION 3

Product Tags & Identifiers

To mark allergens and product type

SOLUTION 4

Product Visualization

All flavour options given appropriate image representation

Usability Study Prototype

Study Method

8

Participants (4 **existing** customers
& 4 **prospective** customers)



Completed **questionnaires** & 3 tasks
on the prototype while thinking aloud



To observe **interactions** with the
prototype and obtain feedback

Usability Study Prototype

Affinity Diagram

EXAMPLE 1

Allergen & Ingredient Information

User liked knowing which cookie flavours were gluten and/or nut-free

EXAMPLE 2

Sorting & Structure

User liked being able to see all cookie flavour options and easily change quantities

EXAMPLE 3

Delivery & Pick Up

User liked the large and clear options

Analysis & Discussion

Recommendations

RECOMMENDATION 1

Product Sorting & Labeling

Customers need more clarity on product attributes

Suggestions for Improvement

01

Label type of bakery item on product card

02

Add nut-free and gluten-free identifiers

03

Add an option to filter by type of bakery item

Deadlines: Order **cookies** by noon the day

filter **sort by**

All Cakes Cookies Pastries Other

es 2-3 days in advance

GF: gluten free

6 Pack **C\$20.00** **Cookie** **★★★★★**

Cinnamon Box **C\$16.00** **Pastry** **★★★★★**

Recommendations

RECOMMENDATION 2

Product Details

Customers need more details about each product

Suggestions for Improvement

01

Add **hover images** for each flavour option

02

Consistently declare ingredients & serving size

03

Use **button interactions** for flavour selection



Flavours

NF: nut free GF: gluten free

Almond Explosion	Cookies N Cream	Matcha Latte	Cinnamon Roll	Lava Cake	Lemon Pie	Chocolate Walnut Drop
Carrot Cake	Sprinkle	S'Mores	Nutella	Nanaimo	Bonus	



My Box (2/6)

Matcha Latte	-	1	+
Lemon Pie	-	1	+

Add Special Instructions:

Quantity: — 1 +

Add To Cart



Key Ingredients

Sustainable Wheat Flour, Filtered Water, Leaven, Sustainable Wholemeal Flour, Sea Salt, Rice Flour, Barley Malt.

Serving & Storage

The ultimate coffee partner. Best if eaten within 3 days of baking. Serves 6.

Recommendations

RECOMMENDATION 3

Checkout Process

Customers want more confidence in purchases

Suggestions for Improvement

01

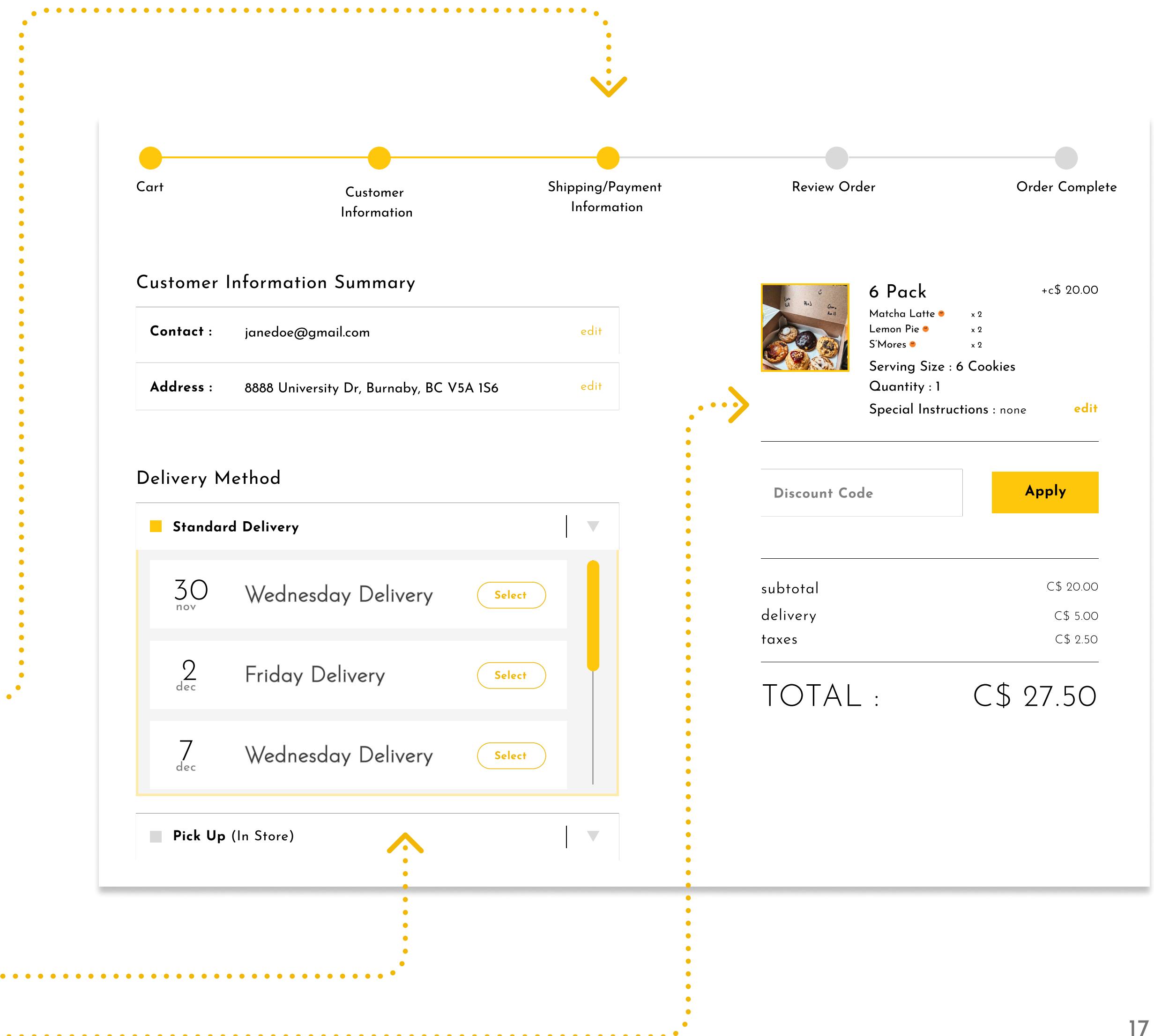
Order summary
should include
important details

02

Move **pick-up and delivery** options to
a checkout page

03

Progression bar
more clear on
what is complete



Reflection

Limitations

- O1** **CUSTOMER SURVEY**
Only 50% of written responses were in-depth
Addressed by conducting usability testing on the website

- O2** **USABILITY STUDY**
Risk of confounding variables
Participants were screened prior to being selected for study

- O3** **USABILITY STUDY**
Prototype not fully functional
Participants informed about visual cues (i.e. blue highlights)

Reflection

Limitations

- 04** **RESEARCH TEAM**
Asking the right questions early on
Better defined questionnaires as project progressed

- 05** **RESEARCH TEAM**
Design of usability test agenda
Should have included more tasks for participants

- 06** **PROJECT SCOPE**
Focusing only on the ordering process
Time constraints limited what aspects were redesigned

Thank You