BAKE IT!

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Project Overview

The Product:
Cake Walk Bakery application provides a convenient way for users to order their preferred baked goods, sandwiches, pastries, and cakes. It enables them to schedule either a secure in-store pickup or a home delivery, while maintaining a contactless approach.
The Problem:
Cake Walk Bakery is aiming to create a new product that enhances the ordering experience for its customers, leading to increased satisfaction and ultimately a boost in sales. Additionally, the product is intended to promote customer loyalty and support the company's waste reduction initiatives.
The goal:
The objective of this project was to brainstorm potential solutions and produce prototypes for a product that is developed through an iterative process informed by insights gathered from user research studies and usability testing.

My Roles and Responsibilities

Research | Personas | User Flow | Wireframing | Visual Design | Prototyping

Foundational Research

Summary
During the foundational research stage, my primary objective was to identify user needs and determine how to address those needs with my product. To achieve this, I conducted semi-structured interviews to gather user research data. The purpose of these interviews was to gain insights into participants' experiences when purchasing products from a local bakery and to explore their opinions as thoroughly as possible. This type of research is qualitative, descriptive, and primary, as it focuses on understanding user needs and aims to describe their goals and challenges. The interview data will be useful in defining user problems, building empathy maps, and creating personas, helping me to better understand and empathize with the user.

Accessibility was especially considered when creating personas, user stories, and user journey maps.

Empathy Map

Says
- I am not going to bakery very often
- Many times I forgot to buy bread
- Bread in my bakery is too good but so expensive

Thinks
- Wants to know more about products (Ingredients as much)
- Wants a loyalty program

What have we heard them say?
What can we imagine them saying

What is the user thinking throughout the experience?
What matters to the user?

User

Does
- Works as a store manager
- Puts poetry sometimes on her way from home
- Forgets to buy bread

Feels
- Feels like the local bakery does not offer good value for money
- Loves Pastories

What do we imagine them seeing and doing?
What is their current behavior?
What decisions does the user needs to make?

What worries the user?
What does the user gets excited about?
How does the user feels about a experience?

Says
- Does not want to be rushed and polite

Thinks
- Wants to be informed about the offers
- Wants to be able to order it from an app and just pick it up on her way back to home

What have we heard them say?
what can we imagine them saying

What is the user thinking throughout the experience?
What matters to the user?

User

Does
- Works part time at a Kindergarten also is a homemaker
- Goes to the bakery often after a long walk with her child and dog

Feels
- Feels the she will like more healthy alternatives at the bakery
- Feels distracted in a crowded place

What do we imagine them seeing and doing?
What is their current behavior?
What decisions does the user needs to make?

What worries the user?
What does the user gets excited about?
How does the user feels about a experience?

Says
- Some types of products are not available all the time

Thinks
- About the quality of the sweet products
- Wants to get notifications his favorite pastry is offered at a lower price

What have we heard them say?
what can we imagine them saying

What is the user thinking throughout the experience?
What matters to the user?

User

Does
- Works as an Engineer
- Goes to the bakery after work in the evening
- Goes to the bakery every weekend

Feels
- Feels like the local bakery is too expensive
- Loves freshly baked cake

What do we imagine them seeing and doing?
What is their current behavior?
What decisions does the user needs to make?

What worries the user?
What does the user gets excited about?
How does the user feels about a experience?

Says
- I do not eat sand of bread
- My bakery is a 5 minutes walking from home but close to my office

Thinks
- I want notifications about sales, mouthed allergens and prices
- I would like to have a loyalty program
- pickup while I am at work

What have we heard them say?
what can we imagine them saying

What is the user thinking throughout the experience?
What matters to the user?

User

Does
- Works as an Engineer
- Whenever he goes to the bakery he also and have a cup of coffee
- Sometimes have lunch

Feels
- Annoyed when there are so many customers in the bakery
- Sometimes unsure about allergens

What do we imagine them seeing and doing?
What is their current behavior?
What decisions does the user needs to make?

What worries the user?
What does the user gets excited about?
How does the user feels about a experience?

Personas

Summary
In the next step the most common themes in the user foundational research data were recognised and the users whom personify those themes were grouped under a specific persona - a fictional user whose goals and characteristics represent the needs of a group of users.

Amit

Age: 25
Education:Bachelor degree
Occupation: Engineer
Location: India

Devices:

Background

I am highly dedicated to my work and tend to have a strong need for control. I prefer not to engage in activities that seem unproductive, especially at a time when I am prioritizing my professional growth.

Goals

- He aims to concentrate on his career and be at the position of a junior partner.
- To save money for his own place but still able to enjoy the little pleasures.
- He needs to learn how to prioritize his tasks and manage his free time better.

Frustrations

- He is annoyed when he wastes time
- I don't like it when I have to spend a lot of time looking for information about a product.
- I am unhappy if my expectations are not met.

About amit

Amit loves his new job as a software engineer and he works a lot. He is saving to buy his own place. He's very picky and likes doing research before buying anything. He loves sandwiches from a local bakery because they make them fresh and he can get to choose only the ingredients he likes. Mornings are very busy there and he hates standing in line.

Palak

Age: 28
Education: Masters degree
Occupation: Freelancer
Location: India, U.K

Devices :

Background

To provide your family with good quality food while staying within your budget, it's important to be mindful of common but often overlooked ways that you may be wasting money.

Goals

- Save money on shopping without being overwhelmed.
- To make sure her family consumes high quality food.
- To make time for herself and start plates again.

Frustrations

- Organic products are great but are usually costly
- I don't like it eat unhealthy food
- I get annoyed when the bakery is out of bread.

About Palak

Mita works as a kinder garten teacher. She is allergic to peanuts, tree nuts, shellfish and she also has a mild lactose intolerance. She buys bread and pastry at a local bakery where they sell leftover bread after 20:00 pm for at much lower price. Many times she doesn't get her favorite bread because she gets there too late.

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Goal Statement

Amit

Our **BakeryApp** will let users **reserve left-over bread and pastry**
product (what) perform specific actions (what)

which will affect users **who want to save money but still enjoy in food**
describe who the action will affect (who)

by **notifying them when their favorite products are ready for reserve**
describe how the action will positively affect users (why)

We will measure effectiveness by **user reviews and waste data.**
describe how you will measure the impact

Palak

Our **BakeryApp** will let users **quickly order a custom sandwich**
product (what) perform specific actions (what)

which will affect users **users who are very picky about the food or have allergies**
describe who the action will affect (who)

by **letting them create a sandwich with only those ingredients they like**
describe how the action will positively affect users (why)

We will measure effectiveness by **user ratings and coments**
describe how you will measure the impact

Goal Statement

Amit

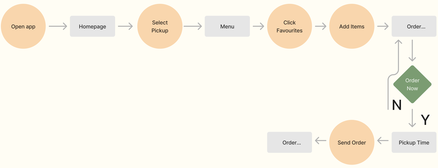
Our **BakeryApp** will let users **reserve left-over bread and pastry**
product (what) perform specific actions (what)

which will affect users **who want to save money but still enjoy in food**
describe who the action will affect (who)

by **notifying them when their favorite products are ready for reserve**
describe how the action will positively affect users (why)

We will measure effectiveness by **user reviews and waste data.**
describe how you will measure the impact

User Flow

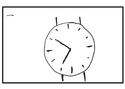


Storyboarding

Palak

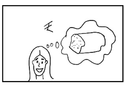
Palak just got done with her work as a kindergarten teacher.

She is in a hurry. She has to get to her yoga class



If she goes later to the bakery her favourite bread will be sold out.

She gets the notification that her favourite bread is available.



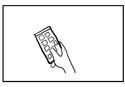
She reserves it and sets the pick up time for after her yoga class. She is happy.

She feels that she saved both her time and money and gladly goes to her yoga class

Amit

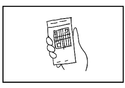
Amit likes to plan his lunch break early . He wants to have a sandwich

He checks his schedule.



He orders food using bakery app and sets pick up time .

He gets a notification from the app that his food is ready.



Amit uses a QR code to pick up the sandwich and doesnt need to wait.

It tastes just like he likes it and he is contended with the experience.

Persona: Palak

ACTION	Research	Get the app	Browse	Reserve	Pickup & view
TASK LIST	Tasks A. Browse various websites B.Checks social media for reviews C.Finds the best deal	Tasks A.Download the app B.Registers account C.Agrees to get notifications about leftovers.	Tasks A.Browse products B.Sets the filter so she gets offered only those products she is not allergic to C.Marks the favourite items	Tasks A.Waits to get notified B.Accepts the offer C.Sets pick up time D. pays	Tasks A.Goes to the bakery B.Picks her order C.Enjoys food D.Rates her purchase
FEELING ADJECTIVE	Frustrated with technology	Anxious and uncertain	Happy about the prices	Surprised about how easy that was	Feeling proud and inspired
IMPROVEMENT OPPORTUNITIES	Areas to improve Google Ads with straight forward navigation to the App store.	Areas to improve Offer to quickly log in with Google, Facebook or Vipps account.	Areas to improve Show map and list of all bakery locations near palaks house	Areas to improve Reserve all items buttons if multipee are availabe	Areas to improve provide contactless pickup Recommend it to a friend

Persona: Amit

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST	Tasks A. Search B. Download the app C. Set up account	Tasks A. Reviews the menu B. Chooses a sandwich C. Sets pick up time , places order.	Tasks A.Checks status of the order. B. Changes a few things in the order.	Tasks A. Gets the notification that food is ready. B. Goes to the bakery and picks up his order.	Tasks A. Enjoys his food B. Gives the bakery 5 star rating for the service.
FEELING ADJECTIVE	User emotions	User emotions	User emotions	User emotions	User emotions
IMPROVEMENT OPPORTUNITIES	Add quick login via google , facebook etc.	Add an option to make your own sandwich	Introduce delivery options for the people who cant pick up there order	Upon arrival the customer gets a bar code that employees can scan	Create some kind of discount system on multiple purchases

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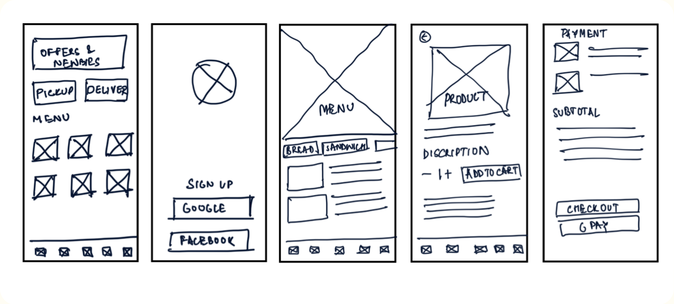
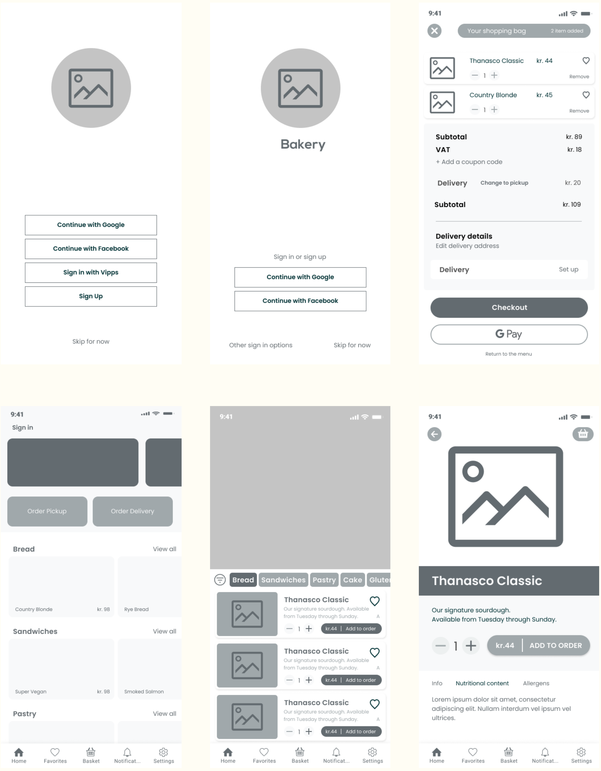
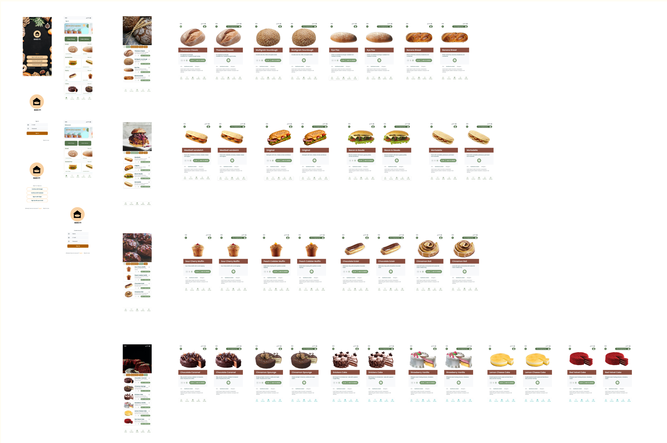
Paper Wireframes



Low Fedility Wireframes



High Fedility Wireframes