

Bakery App Design

MD MAAZ AHMAR

Project overview



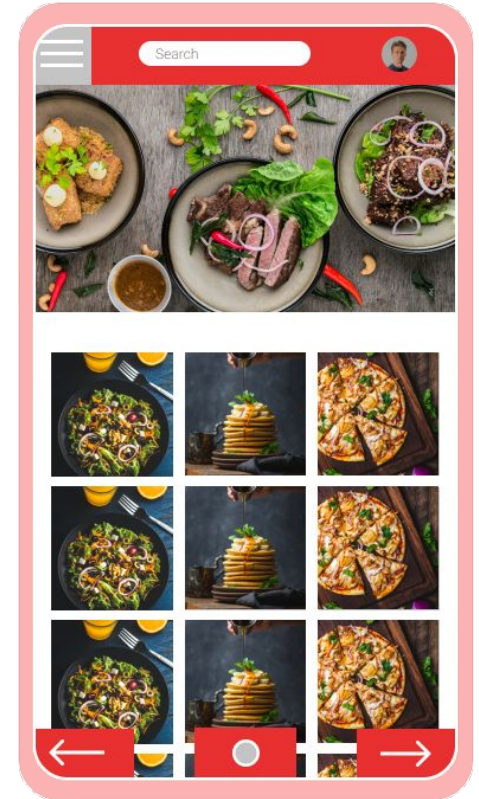
The product:

Zia's Pizza is a regional pizza maker located in the suburbs of a metropolitan area. Zia's Pizza strives to deliver healthy, specialty pizzas and side dishes. They offer a wide spectrum of competitive pricing. Zia's Pizza targets customers like commuters and workers who lack the time or ability to prepare a family dinner.



Project duration:

October 2020 to February 2021.



Project overview



The problem:

School teachers and students lack the time necessary to prepare foods.



The goal:

Design an app for Bakery App that allows users to easily order and pick up fresh, healthy dishes.

Project overview



My role:

UX designer designing an app for Bakery items from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who don't have time to cook meals.

This user group confirmed initial assumptions about Zia's Pizza customers, but research also revealed that time was not the only factor limiting users from cooking at home.

Other user problems included obligations, interests, or challenges that make it difficult to get groceries for cooking or go to restaurants in-person.

User research: pain points

1

Time

Working adults are too busy to spend time on meal prep

2

Accessibility

Platforms for ordering food are not equipped with assistive technologies

3

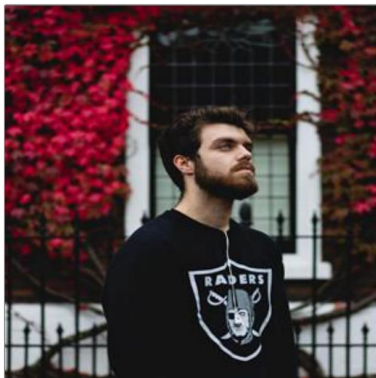
IA

Text-heavy menus in apps are often difficult to read and order from

Persona: **Ruhul**

Problem statement:

Ruhul is a teacher in a school, working daily 7-8 hours, needs easy access to healthy food ordering options because they have no time to cook for themselves.



Ruhul

Age: 30

Education: B.A English

Hometown: Delhi, India

Family: Lives with partner

Occupation: Teacher

"I work hard, and loves to eat food items of my choice, specially bakery items"

Goals

- To learn new skills.
- To teach language courses online.
- To have bakery items of my interest and choice.

Frustrations

- "During my school break time, I feel lack of bakery items of my choice."
- "There is not enough option in the school canteen."

Ruhul is a teacher in a school, working daily 7-8 hours, during break time they feel that there is lack of bakery items of their interest and choice, also and gets frustrated while needed to have food items ordered.

User journey map

Mapping Ruhul's user journey revealed how helpful it would be for users to have access to a dedicated Bakery app.

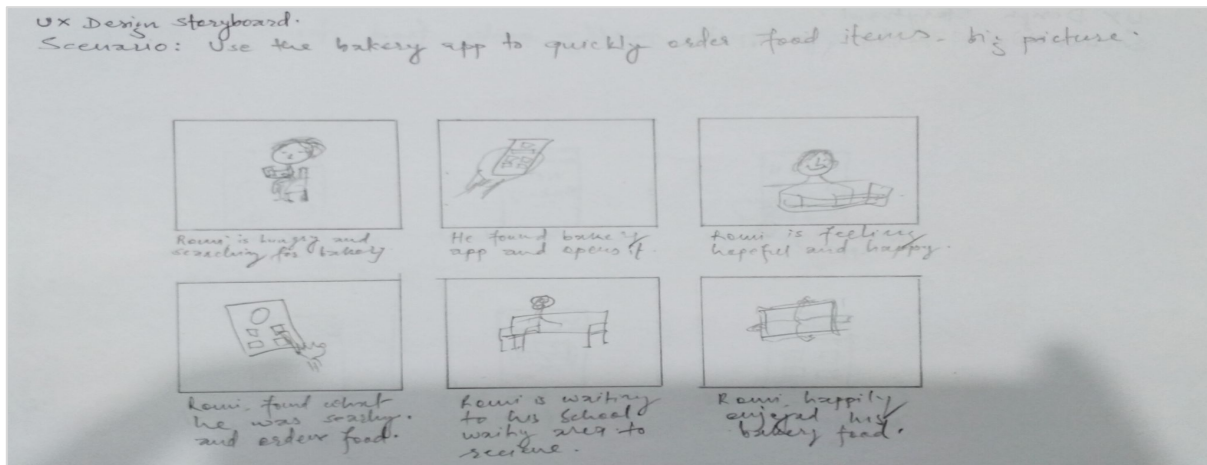
Persona: **Ruhul**

Goal: An easy and quick way to order healthy food for pickup.

ACTION	Select restaurant	Browse menu	Place order	Complete order	Pick up order
TASK LIST	A. Decide on food type B. Search nearby restaurants in browser C. Select a restaurant	A. Browse online menu B. Select menu items	A. Locate phone number B. Call restaurant C. Place order	A. Confirm order B. Provide payment information C. Get directions to restaurant	A. Drive to restaurant B. Pick up food and tip employee C. Inspect items D. Drive home E. Eat meal
FEELING ADJECTIVE	Overwhelmed by number of restaurant options Excited to find a restaurant that they like	Annoyed at large amounts of text with limited visuals	Dissatisfied with scrolling to find phone number Anxious about having to remember order	Frustrated at having to read card number out loud Annoyed at time it takes to drive to restaurant and back	Happy to eat after a long day
IMPROVEMENT OPPORTUNITIES	Create a dedicated mobile app for Zia's Pizza	Provide search filters Include images Optimize app for screen reader technologies	Provide a simple checkout flow	Provide option to tip in-app	Include a rewards program

Paper wireframes

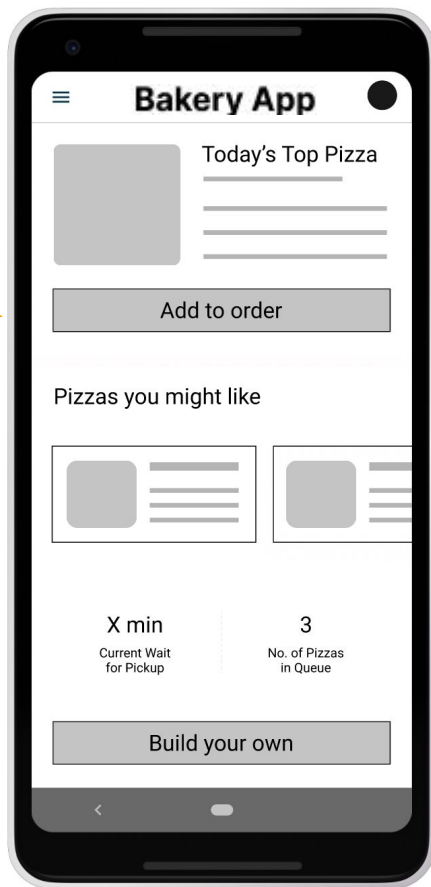
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a quick and easy ordering process to help users save time.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

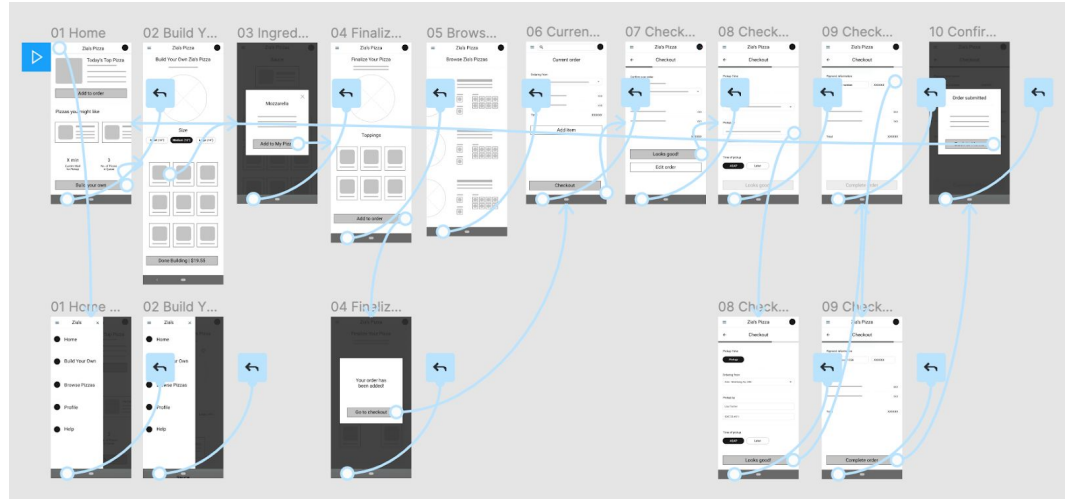
This button at the top of the home screen makes it fast and easy for users to order.



This button provides an easy option for users to make their own pizza.

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering bakery food items, so the prototype could be used in a usability study.



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users want to order pizza quickly
- 2 Users want more customization options
- 3 Users want a delivery option

Round 2 findings

- 1 The checkout process has too many unnecessary steps
- 2 “Build your own” functionality is confusing

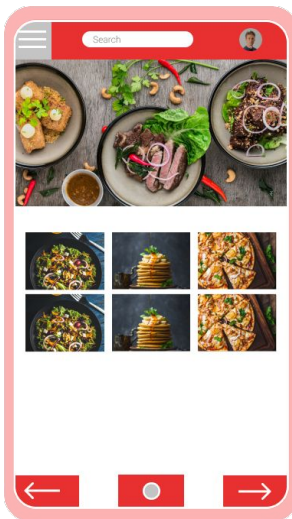
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

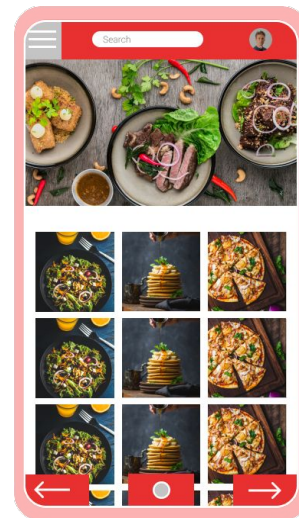
Mockups

The usability study revealed frustration with the limited items only. to streamline this flow, I created more items to show there and order from variety of items.

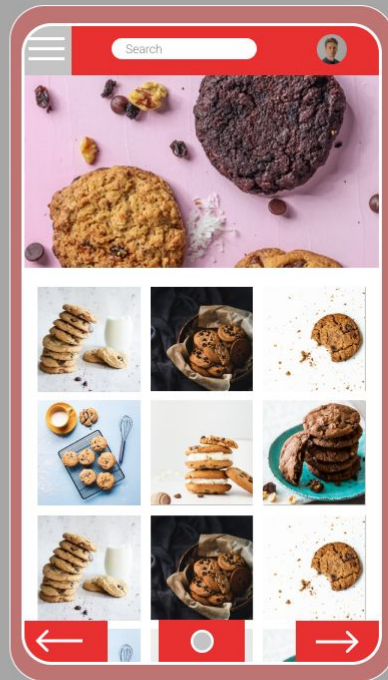
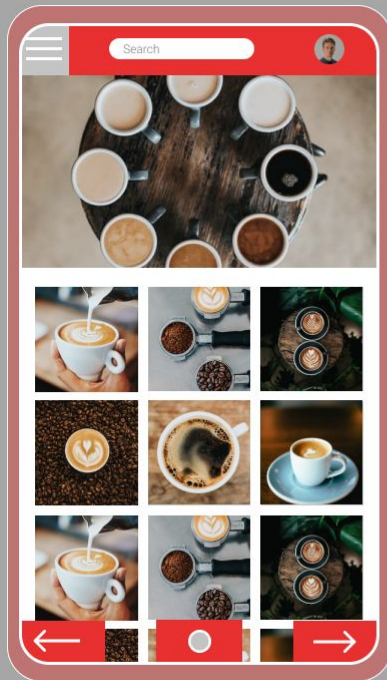
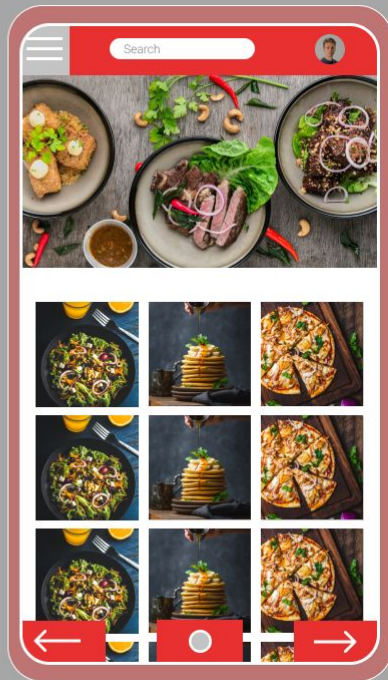
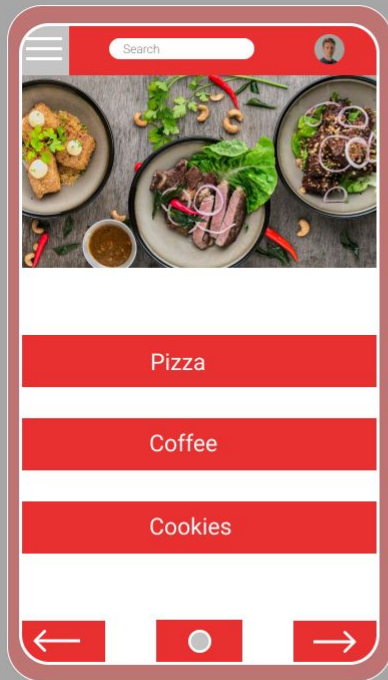
Before usability study



After usability study



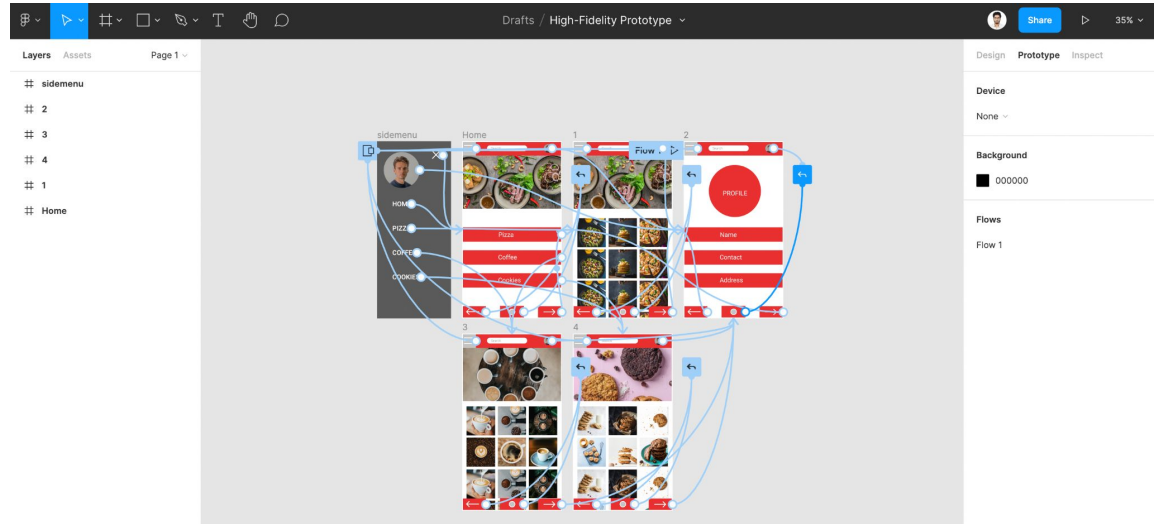
Key mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for building a bakery items and checkout. It also met user needs for a pickup or delivery option as well as more customization.

View the Bakery App
[high-fidelity prototype](#)



Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used detailed imagery for pizzas and toppings to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Zia's Pizza really thinks about how to meet their needs.

One quote from peer feedback:

"The app made it so easy and fun to build my own pizza! I would definitely use this app as a go-to for a delicious, fast, and even healthy meal."



What I learned:

While designing the Zia's Pizza app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work on the Bakery app! If you'd like to see more or get in touch, my contact information is provided below.

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