

# Local Gluten Free Baked Goods

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Michelle Waldenmaier

# Project overview



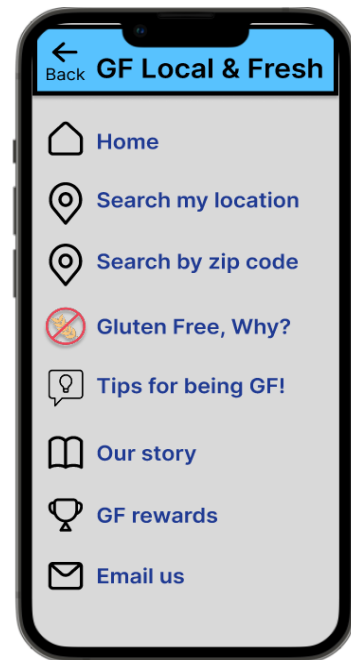
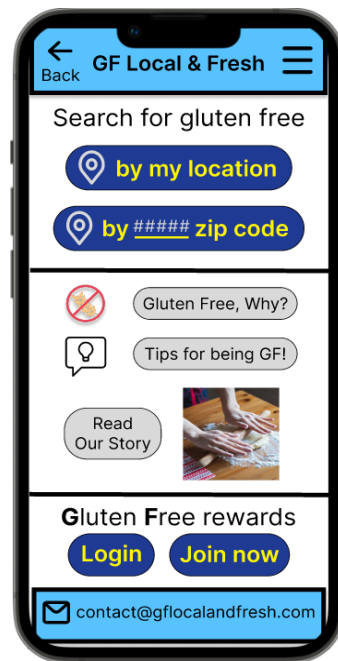
## The product:

An app to help users locate safe, 100% gluten free baked goods produced in one's local area.



## Project duration:

November 2022 to February 2023



# Project overview



## The problem:

Locating places to buy safe and 100% gluten free baked goods locally is not easy and takes more effort than finding places that sell gluten baked goods.



## The goal:

Design an app for users that need or want safe and 100% gluten free baked goods that are made locally.

# Project overview



## My role:

UX designer designing an app for locating 100% gluten free baked goods made locally.



## 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 in order to understand the mix of users that need or want to purchase gluten free baked goods produced locally. The primary user group are busy adults with or without family that need safe 100% gf baked goods semi-regularly and often without advance notice or time for planning .

Users confirmed initial assumptions that an app for locating fresh locally made gf baked goods would be useful for users as most participants reported frustration with doing just that or lacking the time to do the research on their own.

# User research: pain points

1

Finding locations to purchase gf is not convenient or easy to do online.

Using the browser on a smartphone or using a computer to go online is more clumsy than having an app to use.

2

Locating gf baked goods that are 100% gluten free is time consuming.

Staying gluten free and not being tempted to buy not safe gluten baked goods just because it easier to locate non gf options.

3

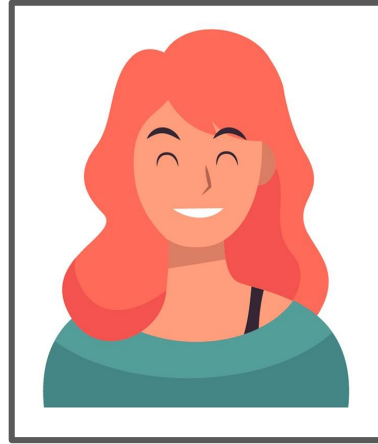
Knowing in advance the gf menu options before visiting a location.

Finding a variety of 100% gluten free baked goods when visiting a local bakery so that treating oneself, family, or friends is not frustrating or complicated.

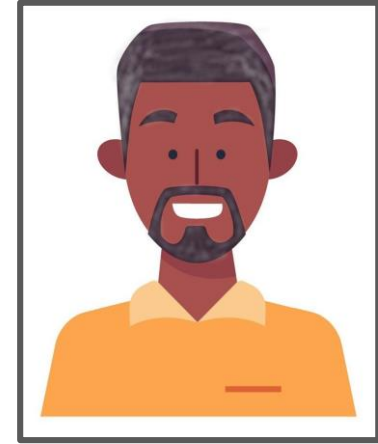
User Personas:

Problem Statements:

User Stories:



**Sue Baker**



**Joe Smith**



## Persona: Sue



*"Innovation is the future of everything!"*

### Sue Baker

**Age: 23**

**Education: HS diploma**

**Hometown: Benson,  
AZ**

**Family:**

**Single, going to college  
soon**

**Occupation: Student**

**Problem statement:** Sue is a gluten free consumer who needs an easy and reliable way to find yummy 100% gluten free baked goods for her health because she doesn't have a lot of experience finding gf options.

### Goals

- Staying gluten free and not being tempted to buy unsafe gluten baked goods just because it is not easier to find yummy options.
- Buying gluten free baked goods locally to support small business

### Frustrations

- Not having the knowledge to bake my own gluten free desserts
- Not being able to order ahead, whenever and from wherever I am, pick up yummy gluten free treats easily

From early childhood Sue has eaten gluten free. When living at home, getting gluten free baked goods was simple because her parents ate gluten free. Now, Sue is going to college in the fall and worries that she will not be able to enjoy gluten free baked goods much even though her college is near a gluten free bakery. Sue wishes she could reliably know what might be available at the bakery before going since it is off campus and not easy to visit often..

# USER STORY

Sue Baker

As a/an new college student living away from home

type of user

I want to be able to treat myself easily with locally sourced gluten free baked goods

action

so that I can eat yummy local 100% gluten free treats without stress

benefit

## Persona: Joe



*"Better safe, than sorry!"*

**Joe Smith**

**Age: 45**

**Education: Masters  
degree**

**Hometown: Buffalo, NY**

**Family: Married w/2  
adult children**

**Occupation:  
Senior accountant**

**Problem statement:** Joe is a busy caring responsible gluten free consumer who needs an easy and reliable way to find yummy safe gluten free baked goods because his health and his family's health require it.

### Goals

- Finding the tasty and 100% gluten free baked goods that he wants when he goes to the gluten free local bakery.
- Being able to treat himself and others without it becoming an overly complicated and encompassing task.

### Frustrations

- Baking good tasting gluten free is too difficult but buying it takes a lot of effort.
- Using the browser on a smartphone or using a computer to go online is more clumsy than having an app to use.

For health reasons Joe eats gluten free. Joe feels fairly educated but thinks that locating high quality gluten free options for baked goods is too complicated. Joe wishes that he could make getting items at the only local gluten free bakery easier, since going in-person and not knowing what will be available can be frustrating and doesn't feel effective, nor does going online seem efficient.

# USER STORY

Joe Smith

As a/an busy dad with a gluten free family

\_\_\_\_\_ type of user

I want to treat myself and others to fresh gf baked goods without too much hassle

\_\_\_\_\_ action

so that I can eat yummy local baked goods and keep my family 100% gluten free

\_\_\_\_\_ benefit

## User Journey Map:



**Sue Baker**

## Persona: Sue Baker

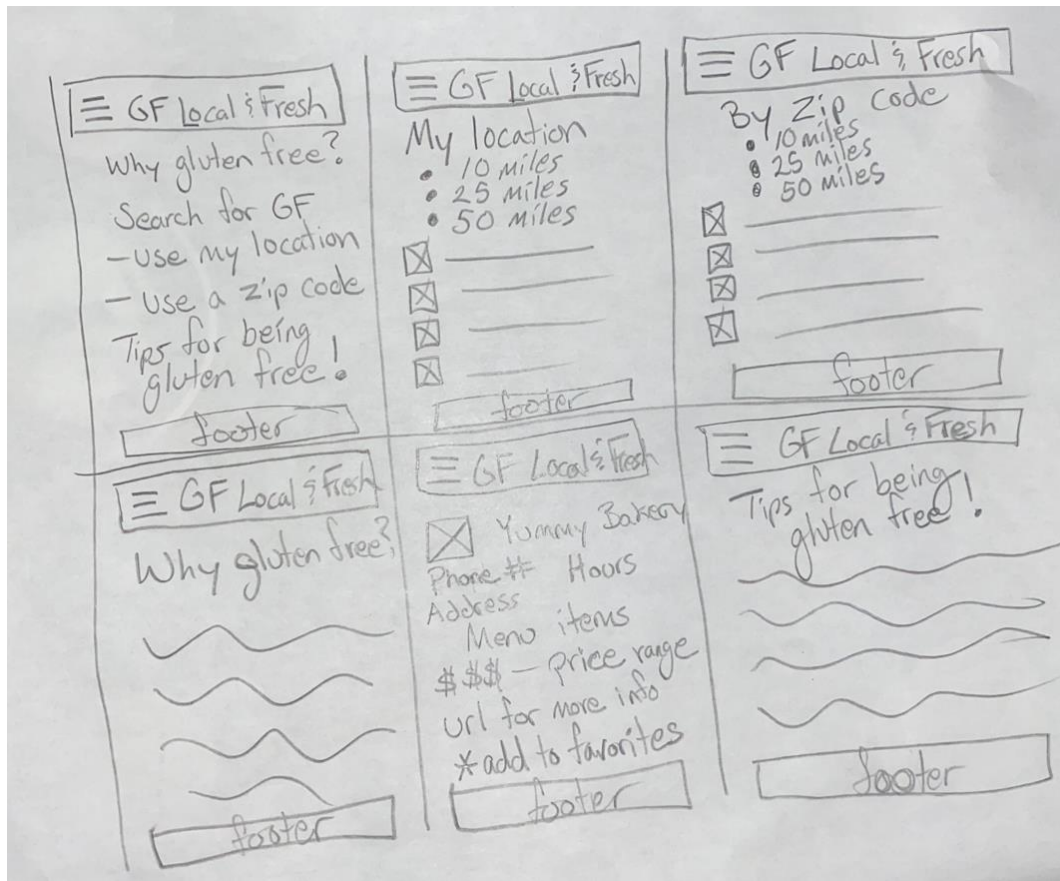
Goal: Buying gluten free baked goods locally to support small business

ACTION	Locate store to buy gluten free	Choose gluten free items	Purchase 100% gluten free items
<b>TASK LIST</b>	A. Decide to wait for shipping or to look for it locally B. Search online for ask family/friends for local locations C. Check local grocery store for gluten free options	A. Review options available at location C. Inquire whether items can be ordered/delivered, if the current selection is limited	A. Buy quality 100% gluten free locally at a small business not a chain store. B. Enjoy eating freshly made gluten free items immediately
<b>FEELING ADJECTIVE</b>	Anxious to find information for local gluten free options vs having to order items to be shipped.  Frustrated that some stores claim gluten free items without items being truly 100% gluten free.	Hesitant to select some options because the store may not accurately list items as gluten free.  Frustrated that many locations do not offer 100% gluten free menus  Disappointed that sometimes gluten free options are inconsistently available.	Confidence supporting local businesses while prioritizing one's health  Satisfied with accomplishing one's goals
<b>IMPROVEMENT OPPORTUNITIES</b>	Provide easy to understand guides for gluten free options within the local area.	Include menus for locations identified as having gluten free options and attempt to provide weekly inventory updates/ daily availability notices	Offer reward system for buying local and a means to promote on users social media



# Paper wireframes

Working through iterations of the app concept brought out the main elements that would be included into the final design.

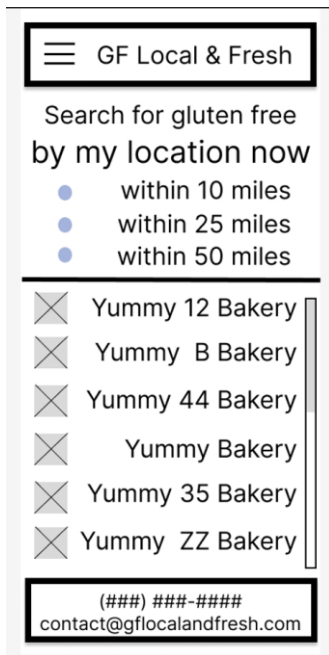




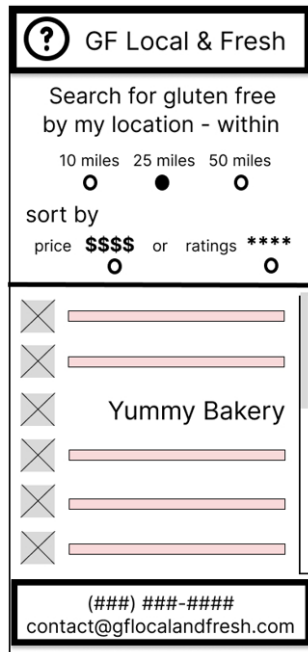
# Digital wireframes

The wireframe process synthesized more fine tuned ideas for how the app would function for users.

Initial wireframe design



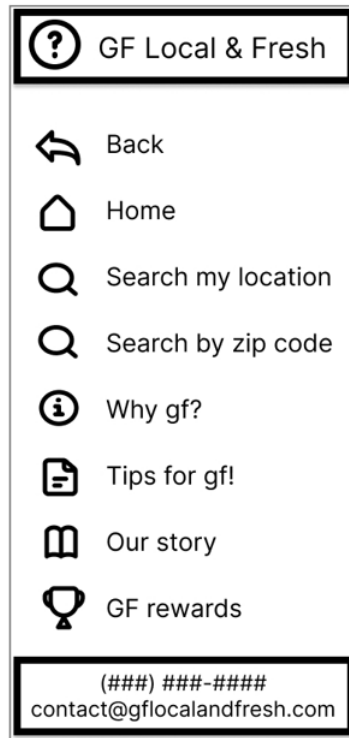
User research identified a desire for more ways to sort results



# Digital wireframes

Having a navigation menu was an important design element for the app to be accessible for various users.

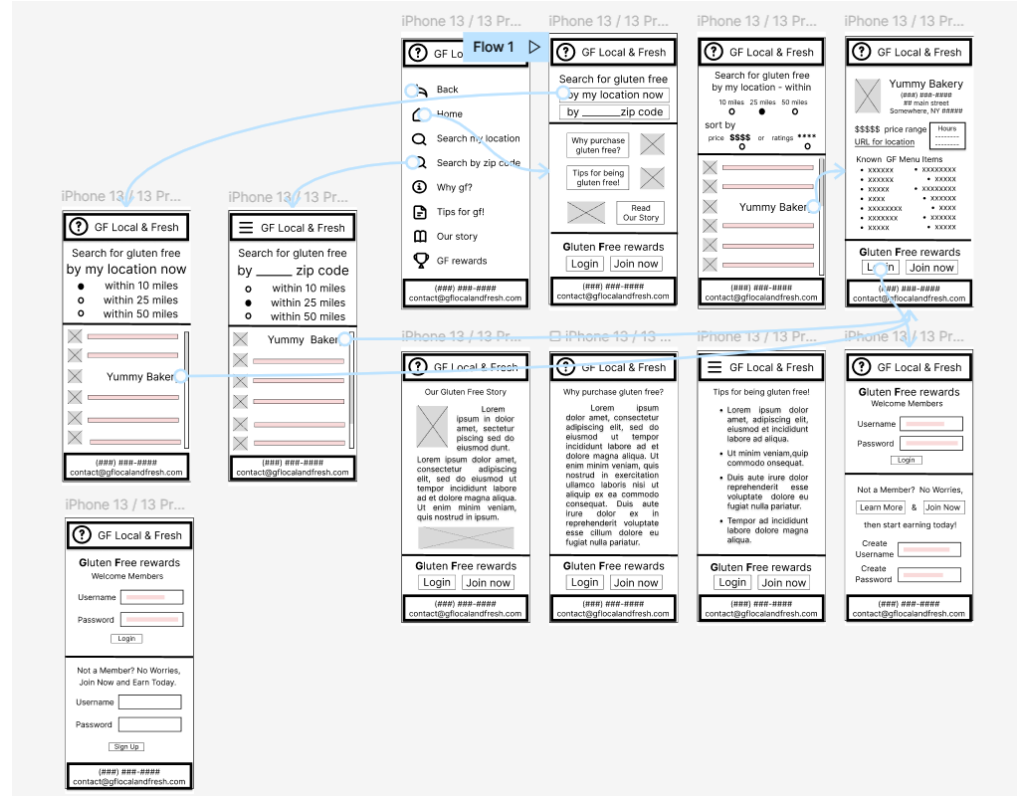
Menu that was created as an overlay accessible from every page of the app.



# Low-fidelity prototype

<https://www.figma.com/file/1EV1zIM9qVILTpoD4N6aRN/GF-bakery-app?t=lfkjQNHEVbiHBu2k-1>

Very first prototype was to demonstrate path from **main page** to **search** to **selected bakery** to **joining rewards program**.



# Usability study: findings

I conducted two different usability studies, one with the low-fidelity prototype and the second with the high-fidelity prototype. I made changes to the app after both usability studies.

## Round 1 findings

- 1 The menu icon is not sufficient by itself for users unfamiliar with that symbolism.
- 2 The results for making a search need to be presented in a more intuitive and clear way for users.

## Round 2 findings

- 1 The rewards page needs to explain the program and give examples of rewards available to members.
- 2 Two of the colors used are problematic to the accessibility and usability of the content.

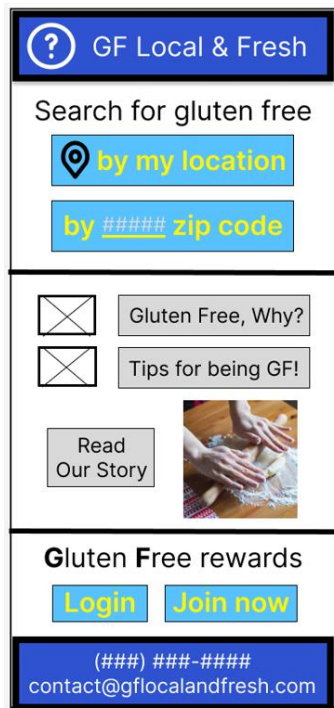
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

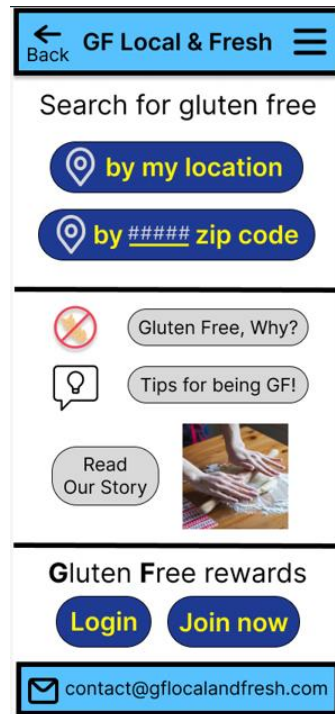
# Mockups

After feedback from the usability study, I changed the color palate and how colors were used together.

Before usability study



After usability study



# Mockups

After feedback from the usability study, I changed way information was organized for users interested in the rewards program.

Before usability study

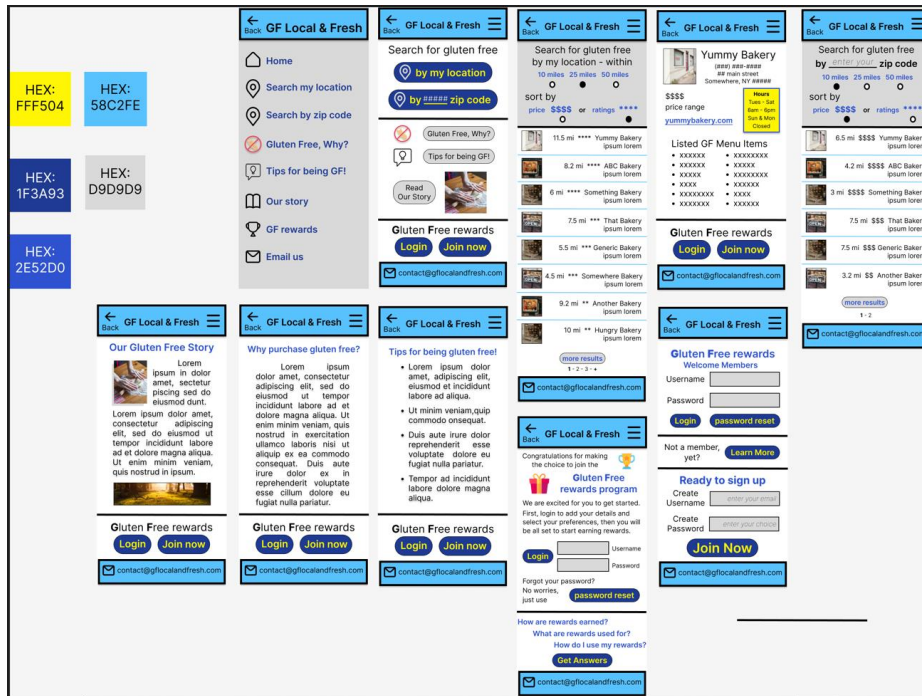
The mockup shows a vertical layout. At the top is a blue header with a question mark icon and the text "GF Local & Fresh". Below this is a section titled "Gluten Free rewards" with the subtitle "Welcome Members". It contains two input fields for "Username" and "Password", followed by "Login" and "password reset" buttons. Below this is a section for "Not a member, yet?" with a "Learn More" button. The next section is "Ready to sign up", which includes "Create Username" and "Create Password" fields with placeholder text "enter your email" and "your choice" respectively, followed by a large "Join Now" button. At the bottom is a blue footer with a phone number placeholder "(###) ###-####" and the email "contact@gflocalandfresh.com".



After usability study

The mockup shows a more complex layout with multiple sections. The top header is blue with a back arrow, "GF Local & Fresh", and a menu icon. Below is a "Gluten Free rewards" section with the subtitle "Welcome Members", containing "Username" and "Password" input fields, "Login", and "password reset" buttons. A horizontal line separates this from a "Not a member, yet?" section with a "Learn More" button. Below is a "Ready to sign up" section with "Create Username" and "Create Password" fields, placeholder text "enter your email" and "enter your choice", and a "Join Now" button. A blue footer contains an email icon and "contact@gflocalandfresh.com". To the right is a separate vertical section. It starts with a blue header with a back arrow, "GF Local & Fresh", and a menu icon. Below is a congratulatory message "Congratulations for making the choice to join the" with a trophy icon, followed by a gift icon and the text "Gluten Free rewards program". A paragraph follows: "We are excited for you to get started. First, login to add your details and select your preferences, then you will be all set to start earning rewards." Below this are "Username" and "Password" input fields with "Login" and "password reset" buttons. A "Forgot your password?" section with the text "No worries, just use" and a "password reset" button follows. At the bottom is a section titled "How are rewards earned?" with the text "What are rewards used for? How do I use my rewards?" and a "Get Answers" button. A blue footer at the very bottom contains an email icon and "contact@gflocalandfresh.com".

# Mockups





<https://www.figma.com/proto/1EV1zIM9qVILTpoD4N6aRN/GF-bakery-app?node-id=147%3A456&scaling=scale-down&page-id=147%3A358&starting-point-node-id=147%3A456>



# Accessibility considerations

1

In my design it was important to find colors that would allow for emphasis of important features without compromising visibility.

2

After considering feedback from the usability studies I decided to use an overlay design for a more extensive menu so that users could easily navigate.

3

In my design I incorporated words and icons to increase accessibility for users.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

This app was received with great interest by testers and is something that would add value to real world purchasers of gluten free food. It is a concept for an app that can definitely be explored and improved upon with more user testing.



## What I learned:

During this process, I learned how important usability testing is and how it can continue to add and subtract from the design. The potential user feedback was instrumental in shaping the product.

# Next steps

1

Conduct more research on users interest in the rewards program

2

Conduct another usability study on how the app functions with a broader cross section of people.

3

Conduct research with prospective local business' selling gluten free baked goods in order to understand how they might view and/ or interact with the app.

# Let's connect!



Thank you for your time and consideration for the “GF Local & Fresh” app. If you would like to get in touch, my contact information is below.

Email: [myemail@business.com](mailto:myemail@business.com)