

# French Baking App

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Martha

# Project overview



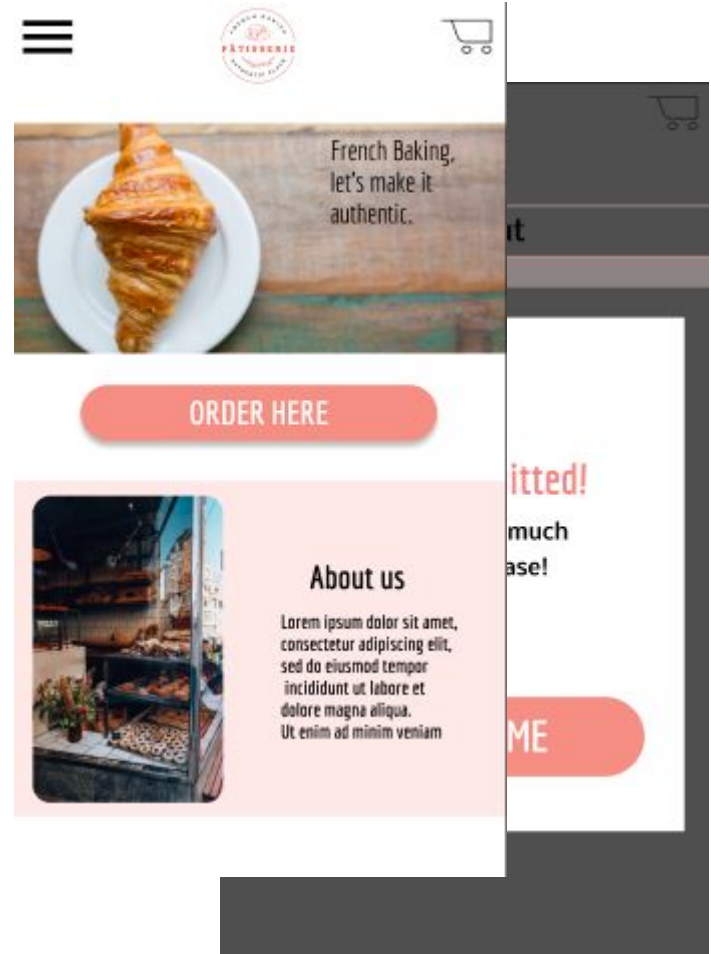
## The product:

French Baking is a local french patisserie that is very successful due to high quality products. The bakery attracts working adults as well as students.



## Project duration:

July 2022



# Project overview



## The problem:

Busy workers lack the time to do long lineups.



## The goal:

Create an app that allows pre-ordering for pick-up or delivery.

# Project overview



## My role:

UX designer creating an app for French Baking 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 empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was busy adults who want to be able to order easily via an app instead of waiting in line.

# User research: pain points

1

## Time

Working adults or busy students don't have time to do the long lineup at the store

2

## Out of stock

Pastries that they craved are out of stock or because of the lineup someone else in front takes the last ones.

3

## Application

The bakery doesn't have an application allowing customers to place orders prior to pick up or for delivery.

# Persona: **Name**

## Problem statement:

Nate is a busy student who needs to order in advance for pick-up because he has very limited time on a daily basis.



**Nate**

**Age:** 19  
**Education:** Engineering Degree  
**Hometown:** Toronto, ON Canada  
**Family:** Single  
**Occupation:** Student

*"I study Civil Engineering at LakeHead University and I have an immense workload and limited free time."*

### Goals

- To be successful in school to have a great future
- To have more time to study but still be able to enjoy pleasures such as good treats.

### Frustrations

- "Lineups are ways too long when I arrive at the bakery and I end up leaving as I don't have time."
- "I am unable to place orders online to pick up later on when I get there."

Nate is a young adult studying Civil Engineering. It is their first year in University and they have to study hard to stay ahead. Time is limited as studying takes longer than expected with very difficult topics such as calculus. Nate loves grabbing treats on their way to University.



# User journey map

[Mapping Nate's user journey revealed how helpful it would be for users to have access to a dedicated mobile app.]

## Persona: Nate

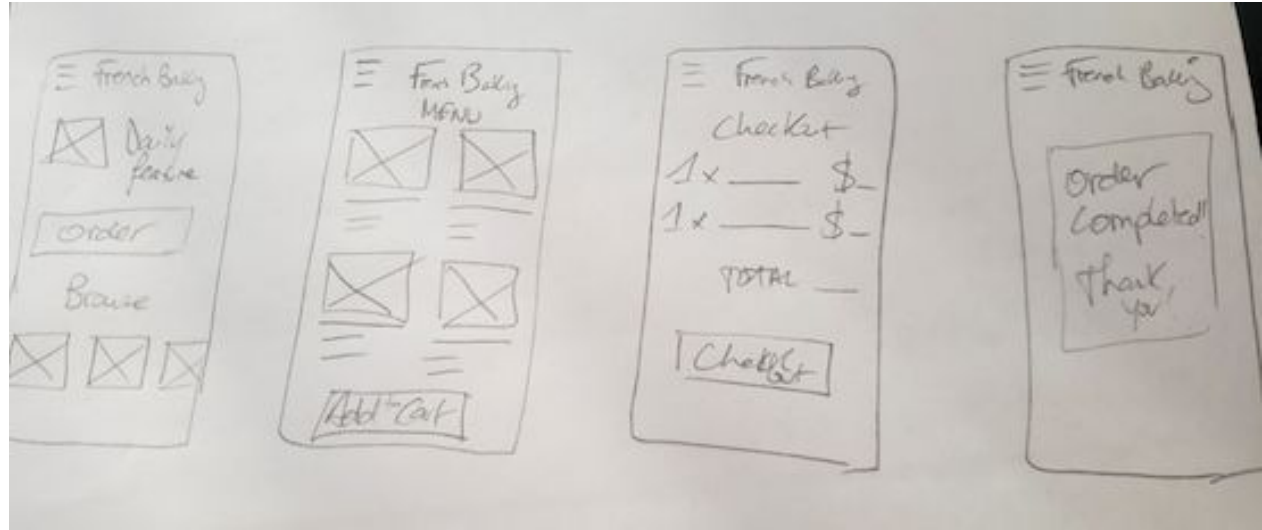
Goal: Grab a pastry on his way to University

ACTION	Go to Bakery	Submit order	Wait for Order Completion	Pick up order
TASK LIST	Tasks A. Go to bakery B. Wait in line	Tasks A. Place the order B. Got to checkout	Tasks A. Gather extra items for coffee such as napkins B. Wait for number to be called	Tasks A. Pick up order B. Thank the clerk and leave
FEELING ADJECTIVE	Dreaming about a nice treat while studying hard Anxious about arriving to the University in time	Happy it is his turn to order Hoping it won't be too long	Stressed as the clock is ticking	Relieved the order is ready
IMPROVEMENT OPPORTUNITIES	Create an app for advance ordering without lineups	Create an app for advance ordering without lineups when pick up	Create an app that allows order status updates	



# 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.



# Digital wireframes

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

Easy to see button to go to the menu to order quickly



"Add to cart" prompts to order easily.



# Digital wireframes

A simple to use application was a key user need to address in the designs in addition to offering pick-up and delivery options.

Option to pick up or get a delivery.



The wireframe shows a mobile application interface for a cart. At the top, there's a header with a hamburger menu icon, the text 'French Corner', and a user profile icon. Below the header is a back arrow and the title 'Your cart'. The main content area contains two horizontal lines representing items, each followed by 'xxx'. Below these is a section titled 'Choose option' with two radio button options: 'pick-up' and 'delivery'. At the bottom of the main area is a 'Total' label followed by 'xxxxxx'. Below the main content area are two buttons: 'Add another item' and 'Check out'.

# Low-fidelity prototype

[The low fidelity prototype connected the primary user flow of ordering baked goods so the prototype could be used in a usability with users.

View the French Baking [low-fidelity prototype](#).



# Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

## Round 1 findings

- 1 Users need less information on the homepage
- 2 Users want to only see the information about pick up and delivery once
- 3 Users prefer to see personalized options in a different section

## Round 2 findings

- 1 Insert finding
- 2 Insert finding
- 3 Insert finding

## Refining the design

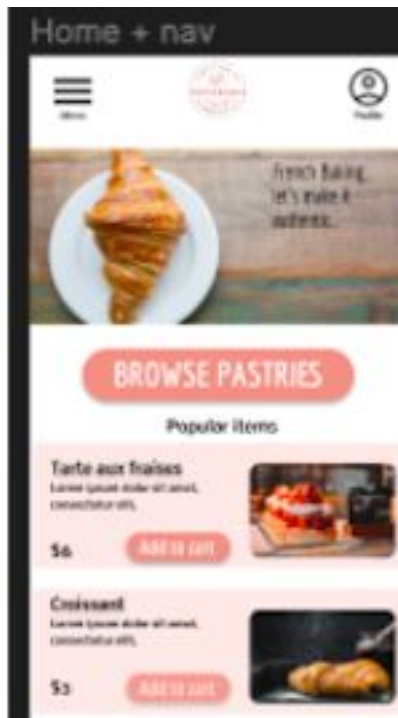
- Mockups
- High-fidelity prototype
- Accessibility



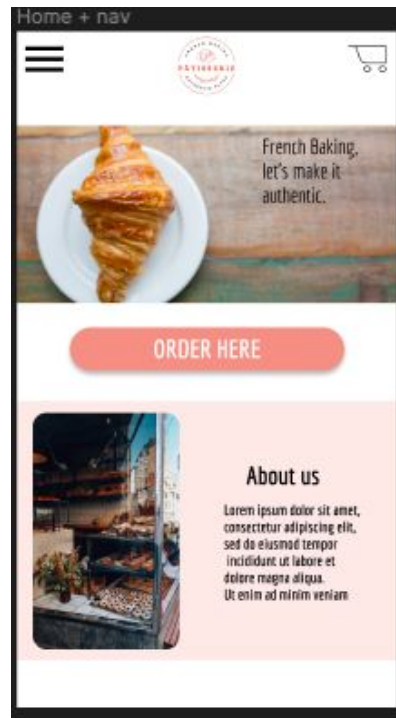
# Mockups

The home page was still too busy with too many call to action buttons. I decided to only put one CTA. I also replaced the profile with the cart as people were wondering where to easily check it.

Before usability study



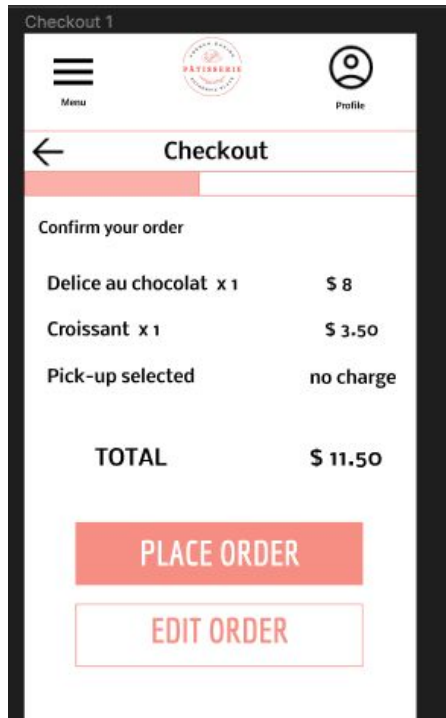
After usability study



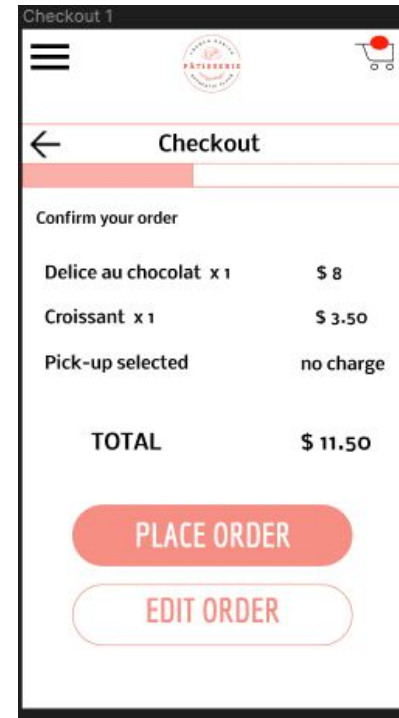
# Mockups

People preferred to have easy access to the cart instead of their profile.

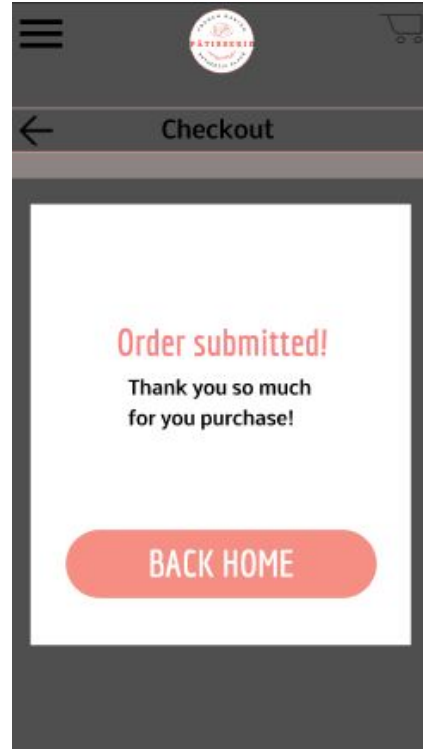
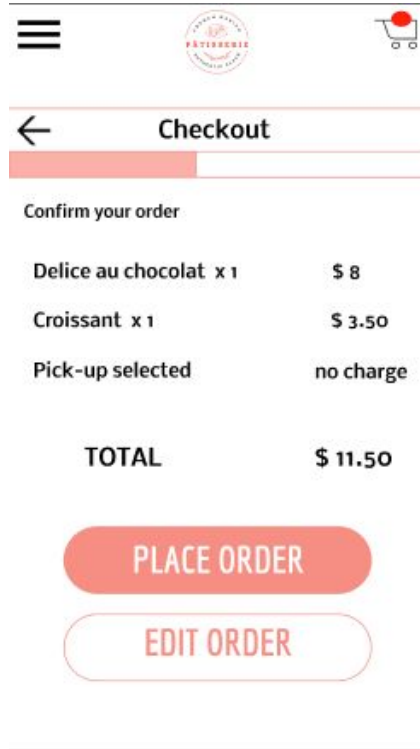
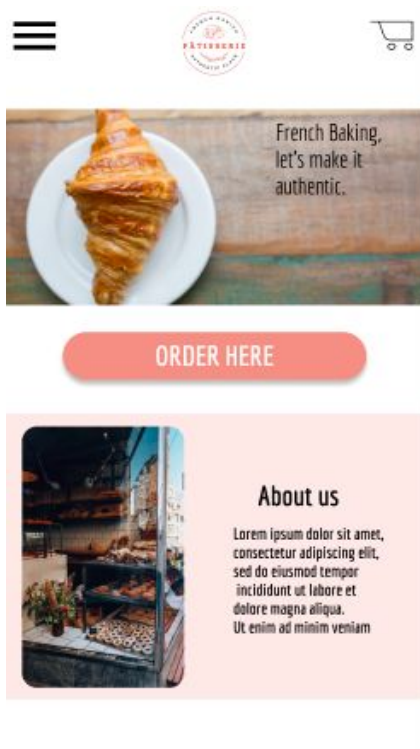
Before usability study



After usability study

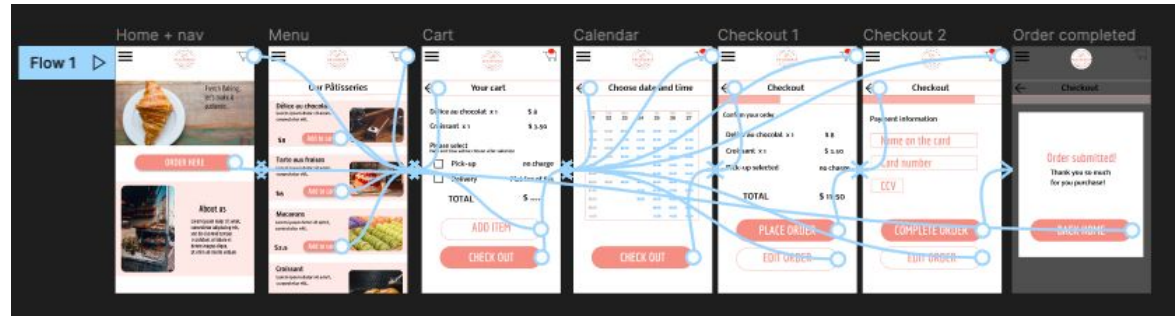


# Mockups



# High-fidelity prototype

The final high fidelity prototype presented cleaner user flows for ordering baked goods. It also meets user needs for a pickup or delivery option as well as more customization.



Link to prototype:

<https://www.figma.com/proto/zoEExGPgKX4i9798B9yAr8/Untitled?page-id=90%3A42&node-id=139%3A203&starting-point-node-id=139%3A203>

# 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 imagery for each items to help all users better understand the designs.

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The application pleases users as it responded to their needs.

One quote from peer feedback:

“The app is straight to the point, it is simple and allows to achieve the goal of ordering a patisserie in no time!”



## What I learned:

While designing the French Baking 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 French Baking app.