Le Pain Bakery App Usability Study

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Team

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Study Details

Project Background

We're creating an app for Le Pain Bakery app to attract and retain customers with an online ordering system that also allows them to view menu availability. We noticed that our customers became increasingly frustrated when in-store lines are long and menu items sell out . We want to create a product that can compete in the market, improve sales, and increase customer satisfaction.

Study Details

Research Questions

1. How long does it take for a user to place an order?
2. What can we learn from the steps a user takes to place an order?
3. Are there any parts where users are getting stuck?

Participants

5 participants

Participants between the ages of 20 - 70

Participants who visit the bakery at least 3 times a month, whether on their way to or from work, or on the weekend

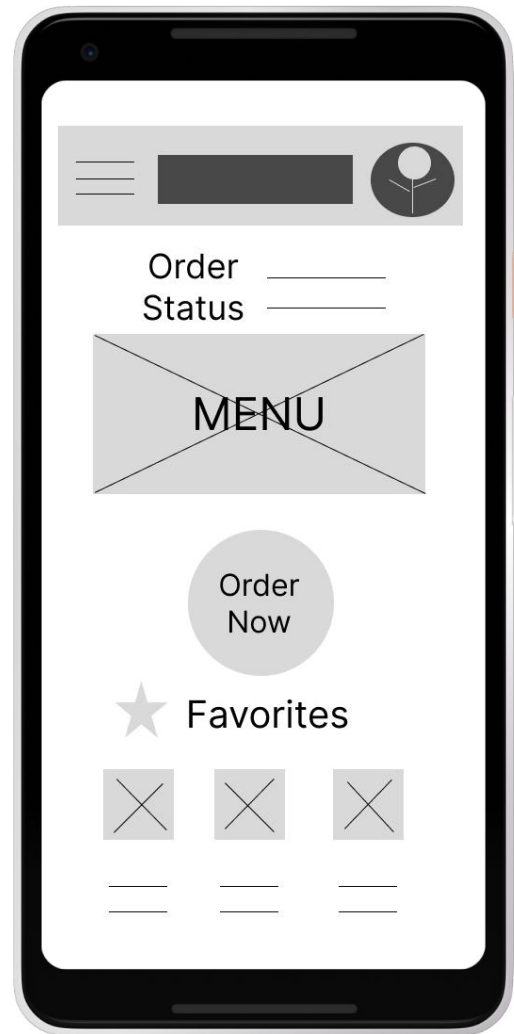## Methodology

20 - 25 minutes

United States, remote

Unmoderated usability study

Users were asked to place an order on a low-fidelity prototype

Prototype Tested

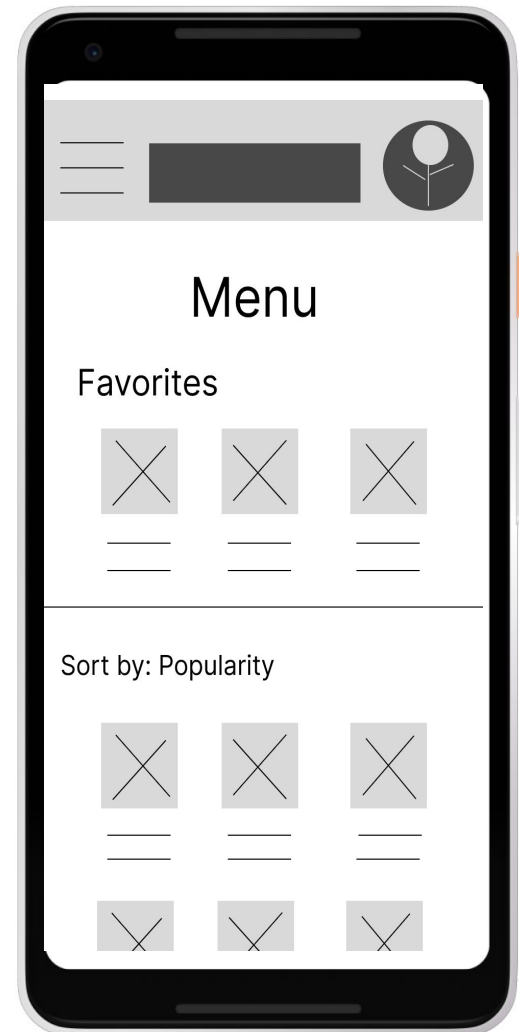The low-fidelity app prototype for Le Pain Bakery was tested and can be viewed at [this link](#).

Themes

People want to see a bag/cart icon

- 3 out of 5 total participants were confused by how many items were in their bag/cart

"There's no bag icon with a number, how do I know these all added to my cart?"
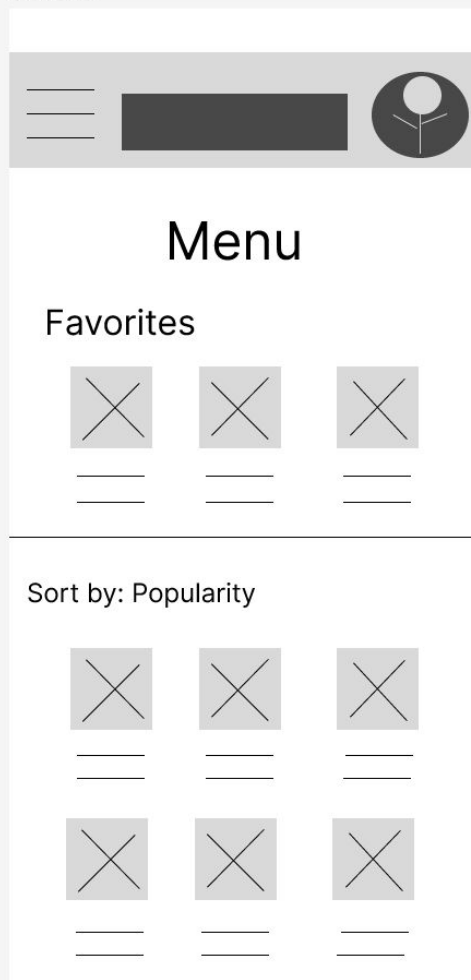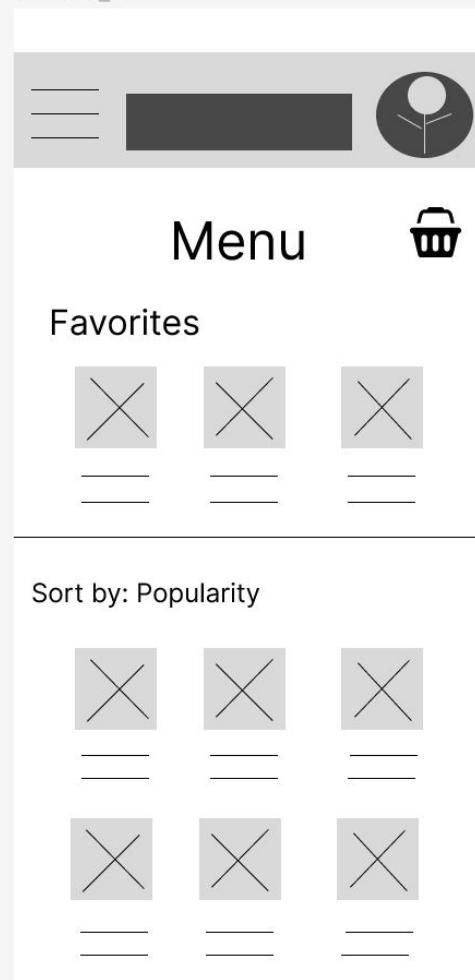(Participant A)

Before & After:

Icon now displays on the right indicating the customer's bag/cart.

When clicked, it will take them to their cart and will display on the menu screen and item screen.

People want the quantity option for an item

- 3 out of 5 total participants want the ability to add multiple quantities of the same item and confirmation that the item was successfully added

"What if I want 3 of the same thing? Do I have to go back to that item each time? That's annoying."
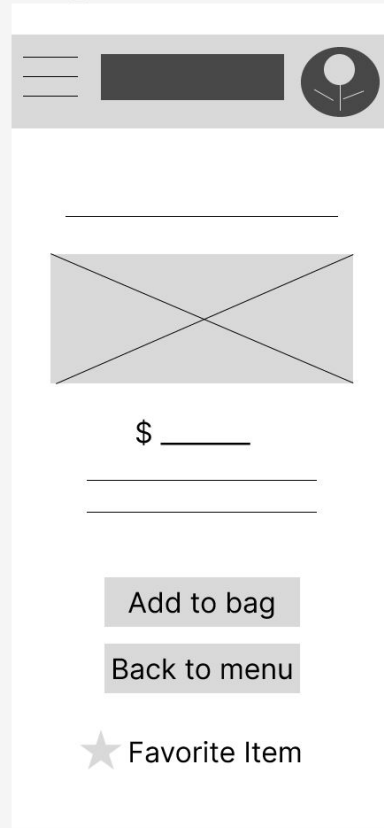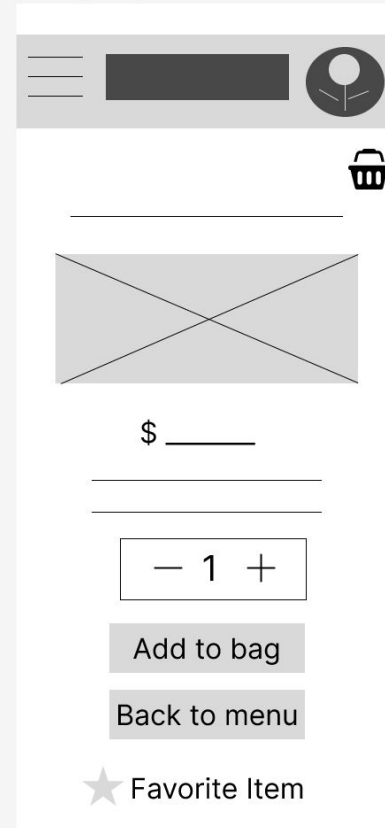(Participant D)
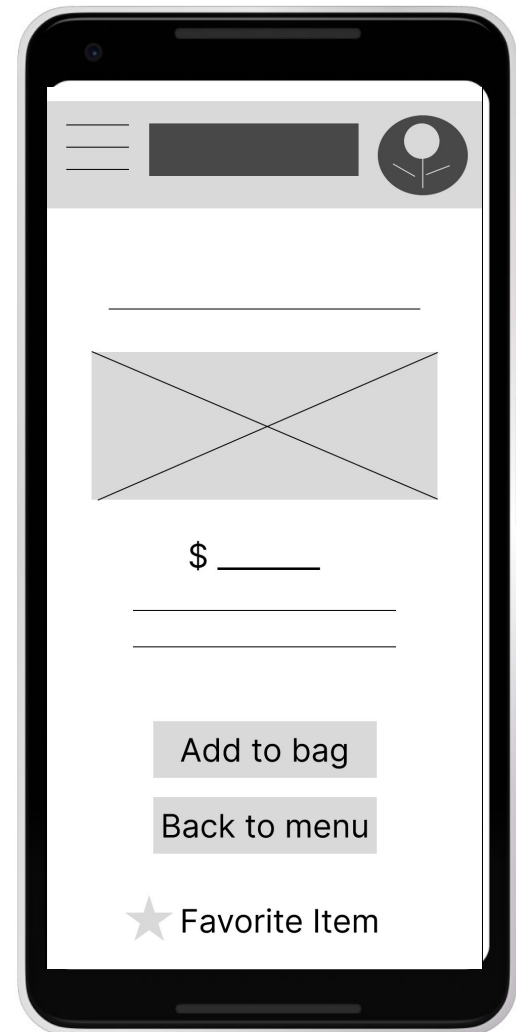
Before & After:

When viewing an item, there is an option to indicate the quantity of the item a user would like, before adding to the bag.

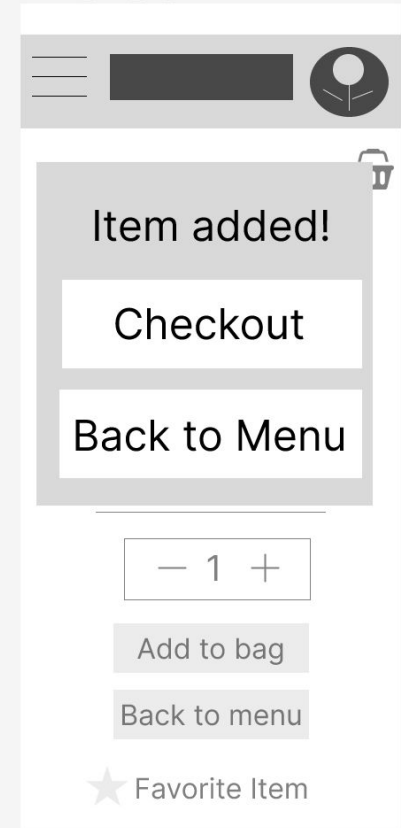Once add to bag is clicked, a window pops up letting them know it was successfully added to their cart.

4.View_Item

$ _____

Add to bag

Back to menu

⭐ Favorite Item

4.View_Item_v2

$ _____

− 1 +

Add to bag

Back to menu

⭐ Favorite Item

4.View_Item_v2_additem

Item added!

Checkout

Back to Menu

− 1 +

Add to bag

Back to menu

⭐ Favorite Item

People want an option to edit their bag/cart

- 3 out of 5 total participants were frustrated you cannot edit your bag
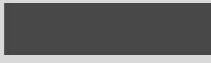
"I can't edit my bag, that's annoying - do I have to just start over?"
(Participant B)
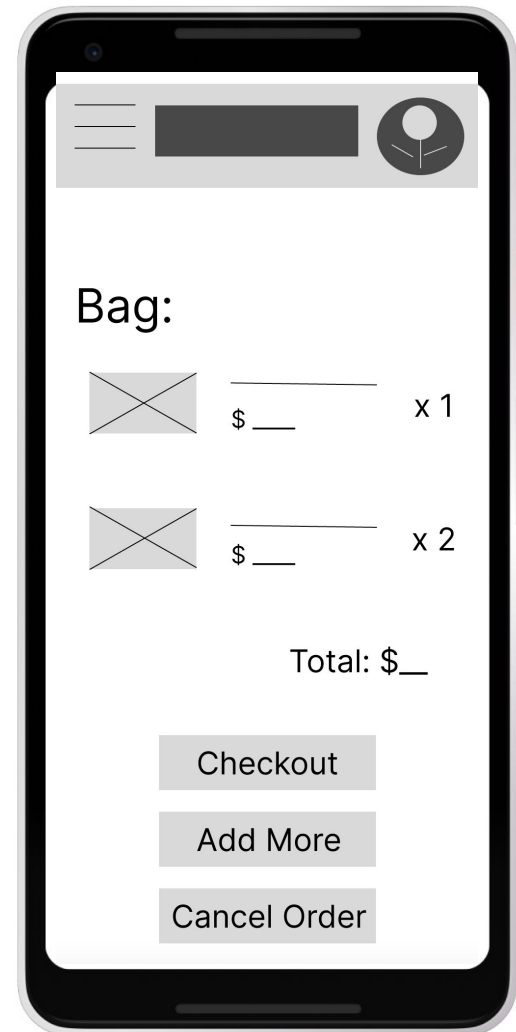
Before & After:
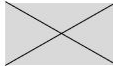
Customer bag now displays an option to edit the quantity of an item, and remove the item completely.

Bag:

$ __   x 1

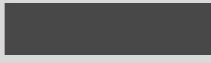$ __   x 2

Total: $__

Checkout

Add More

Cancel Order

Bag:

$ __   − 1 +

$ __   − 2 +
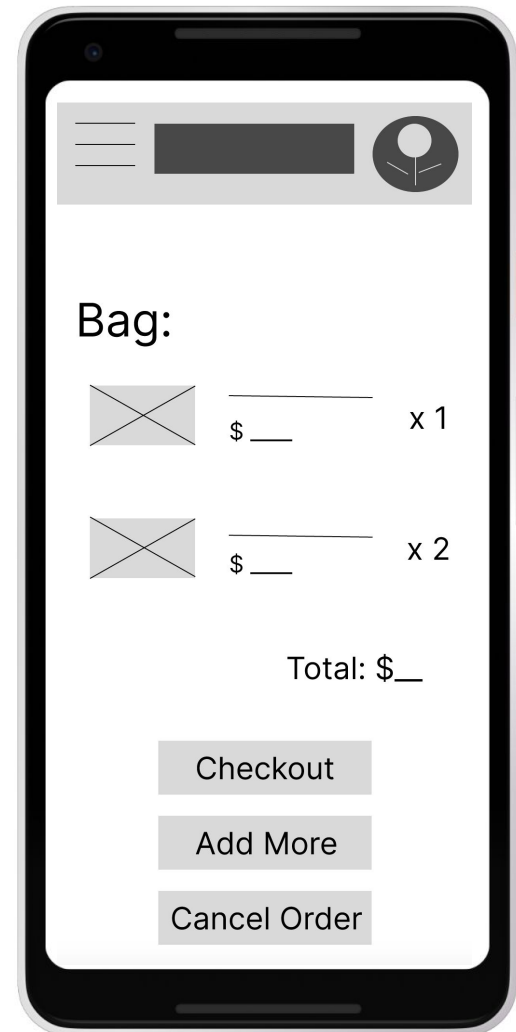
Total: $__

Checkout

Add More

Cancel Order

People want a confirmation to cancel order

- 3 out of 5 total participants didn't like that the order immediately cancels if you click the "Cancel Order" button

"I hit the wrong button all the time. I'd be made if I accidentally hit cancel and had to start over - especially on a large order."
(Participant D)

Before & After:

When a user clicks "Cancel Order" anywhere within the app, a popup will display asking them to confirm cancellation.

If yes, user is returned to the home screen. If no, user is returned to the previous screen.

Insights & Recommendations

Research insights

Unable to easily view bag quantity

When adding an item to their bag, users want a visual cue to know that the item is there

Adding multiples of same item is difficult

Users need a way to add multiple quantities of the same item to their bag

No way to edit items in bag

Users need a way to edit the items already in their bag, whether adding more or removing an item

No alert or confirmation before cancelling

Users want an alert to confirm they really want to cancel the order, in case it is clicked by accident

Recommendations

- Add a bag icon, visible on each screen once a user adds an item

- Add a quantity option to the menu item view as well as a popup that indicates the item was successfully added to the bag

- Add a quantity option to the bag view, as well as a "remove" button

- Add an alert that pops up asking user to confirm they want to cancel their order, anytime a user clicks the "Cancel Order" button within the app

Thank you!