

# Le Pain Bakery Mobile App

Completed as a part of the Google UX Design Certificate Program

Rebecca Derbak

# Project overview



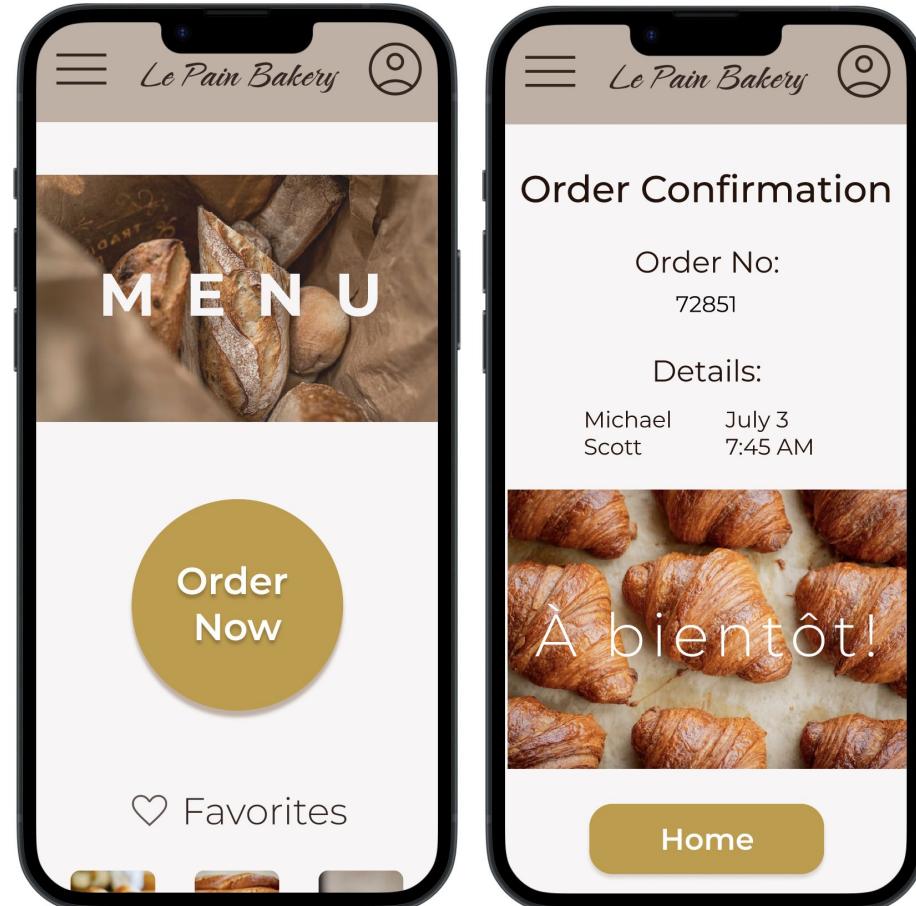
## The product:

The Le Pain Bakery app is a mobile application that customers can use to place orders ahead of time, either as soon as possible or as a future event, and view menu availability.



## Project duration:

March 2023 - June 2023



# Project overview



## The problem:

A local bakery doesn't have a way for customers to view the menu items available or place orders ahead of time



## The goal:

Design an app that allows customers to easily place orders and view the menu

# Project overview



## My role:

UX Designer involved in every step of the app development, from conception to delivery



## Responsibilities:

- User research (including conducting interviews and competitive analysis)
- Wireframes (paper and digital)
- Lo-Fi Prototype
- Usability Studies
- Mockups
- Hi-Fi Prototype

# Understanding the user

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

# User research: summary



I researched users who currently use an app to place orders as well as users who don't typically use an app. I surveyed a diverse group of people to determine who would want to use an app for a menu and online ordering, as well as what features would make them consistently use it.

My initial assumption was that the user would want to use an app to save time while juggling a busy schedule, which was confirmed. I also learned of the challenges users faced during in person experiences and with mobile app uses, such as language barriers, vision impairments, etc.

# User research: pain points

1

## Time

Customers have busy lives and schedules, so spending a long time waiting in line is inconvenient. The app will allow users to place orders ahead of time for pickup.

2

## Availability

Customers grow frustrated when the item they want isn't available. The app will show menu items availability, so customers can plan accordingly.

3

## Accessibility

Most apps do not work well with assistive technologies. The app will be equipped to handle screen readers and contain large item images.

4

## Financial

Customers want to know approximately how much an item is before they order it. The app will reflect the menu prices, so customers can stick to their budget.

# Persona: Rachel

## Problem statement:

Rachel is a busy middle-age woman who needs an efficient way to order food because her patient schedule is unpredictable.



Rachel

**Age:** 47  
**Education:** MD  
**Hometown:** St. Louis, MO  
**Family:** Married, one child  
**Occupation:** Doctor

*"My time is valuable, so being able to plan certain meals around my unpredictable schedule is paramount"*

## Goals

- Being able to order ahead of time, to accommodate a busy schedule
- Having an easy alternative way to know the menu items

## Frustrations

- "It's frustrating to wait in line, only to find out what you want is unavailable"
- "It's difficult to not be able to read menu boards because the text is too small!"

As a doctor, Rachel has a demanding and unpredictable schedule. Her patients are her first priority, so quick and efficient ordering is important. She is frustrated with the amount of time spent in line, especially if the item is no longer available, and has difficulty reading the menu.

# Persona: James

## Problem statement:

James is a student who needs to quickly place budget-friendly orders, because he wants to balance family time and fun, while also remaining conscious of his family's budget.



**James**

**Age:** 20  
**Education:** Taking online classes  
**Hometown:** Nairobi, Kenya  
**Family:** Lives with mother, and one younger sibling  
**Occupation:** Full time student

*"School keeps me busy, so balancing free time with family is important"*

## Goals

- To remain budget-conscious when choosing food to order
- To efficiently place orders in person or online

## Frustrations

- "I often experience a language barrier while ordering in person:
- "Sometimes I order the wrong or more expensive item because of miscommunications"

James is a busy college student who enjoys his free time and spending quality time with family on the weekends. Staying on budget is important for his family, so he wants to know the cost of an order ahead of time. With English being his second language, a translated menu and images will make his order experience more enjoyable.

# User journey map

My goal was to think about how someone would order food from a bakery in person, and the frustrations that come with it.

## Persona: Rachel

Goal: Order food from bakery before work

ACTION	Arrive at bakery	Place order	Wait on order	Pick up order
<b>TASK LIST</b>	Tasks  A. Stand in line B. Look at menu on the wall while waiting	Tasks  A. Tell cashier what you want B. Choose another item if unavailable C. Submit order and payment to cashier	Tasks  A. Stand in designated spot for waiting B. Retrieve items from pick-up area	Tasks  A. Go to pick-up counter for order B. Double check you have everything C. Leave bakery
<b>FEELING ADJECTIVE</b>	Impatient with how long line is taking  Frustrated with small menu text size	Happy to see friendly cashier  Frazzled trying to order quickly since I couldn't see menu well before  Annoyed that favorite items are unavailable	Relieved that order placement process is complete  Anxious about being late to work	Happy food is ready  Rushed to get to work on time
<b>IMPROVEMENT OPPORTUNITIES</b>	Create an app for browsing bakery menu and placing advanced orders	App easily shows if items are unavailable  Image and text enlargement	App alerts when order is ready for pickup	

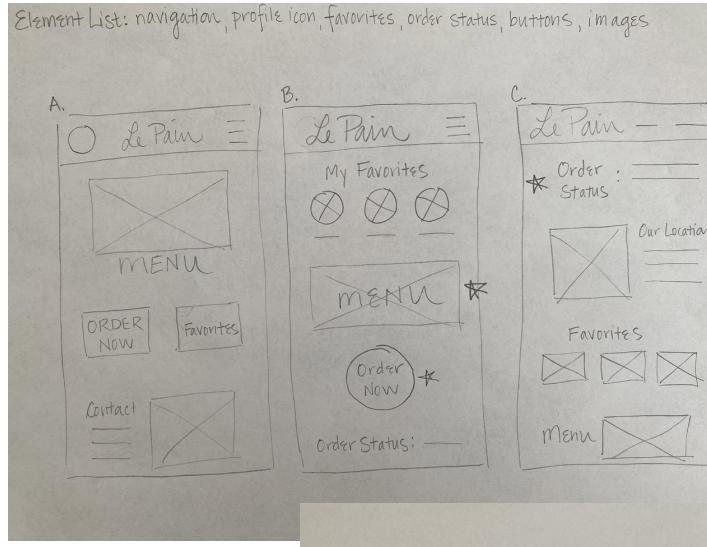
# Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

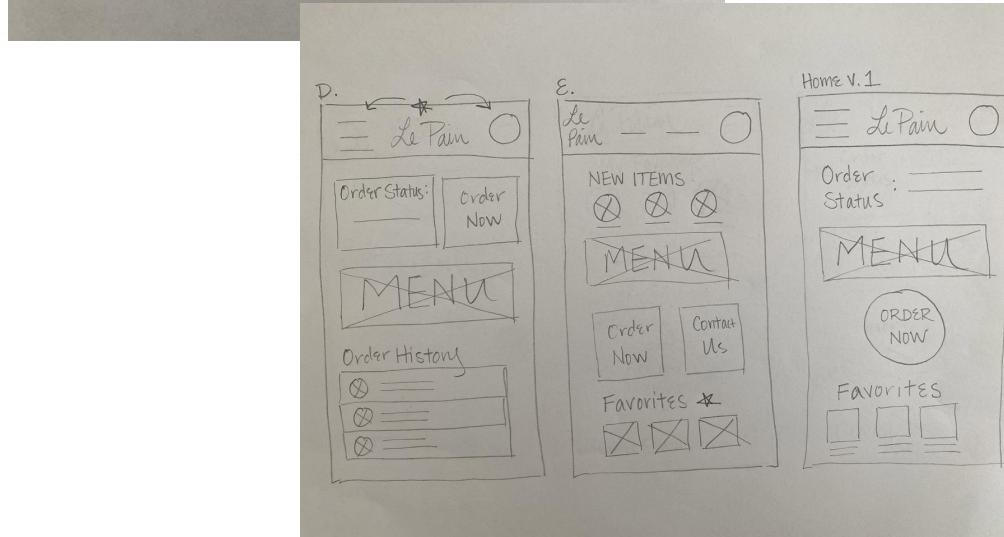
# Paper wireframes

I drew 5 wireframes of each page, setting a 2 minute timer per page.

I created the final version from the “starred” items in each draft to come up with the final design of the page.



Homepage



# Paper wireframes (cont)

Element List: Text, navigation, profile icon, button, date/calendar, time/clock

A.

Le Pain

Pickup Date



Time



✓

B.

Le Pain

ORDER

Date [Month] [Day]

Time [7:45] [AM]

Submit

Cancel

C.

Le Pain

Place Order

\*Name:  (input)

When:  ASAP  
 Later

Date 

Time 

Go to Menu

D.

Le Pain

Order



7:45 AM

For:  
Name input

Start

E.

Le Pain

Start Order:

Who:

When:  ASAP  
 Later

Date [Month] [Day]

Time [7:45] [AM]

Next \*

(dateTime)  
Start-order v. 1

Le Pain

Place Order

Name:  (input)

When:  ASAP  
 Later

Date [Month] [Day]

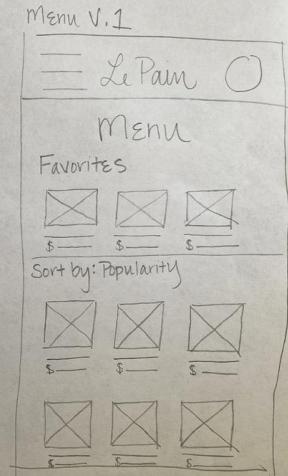
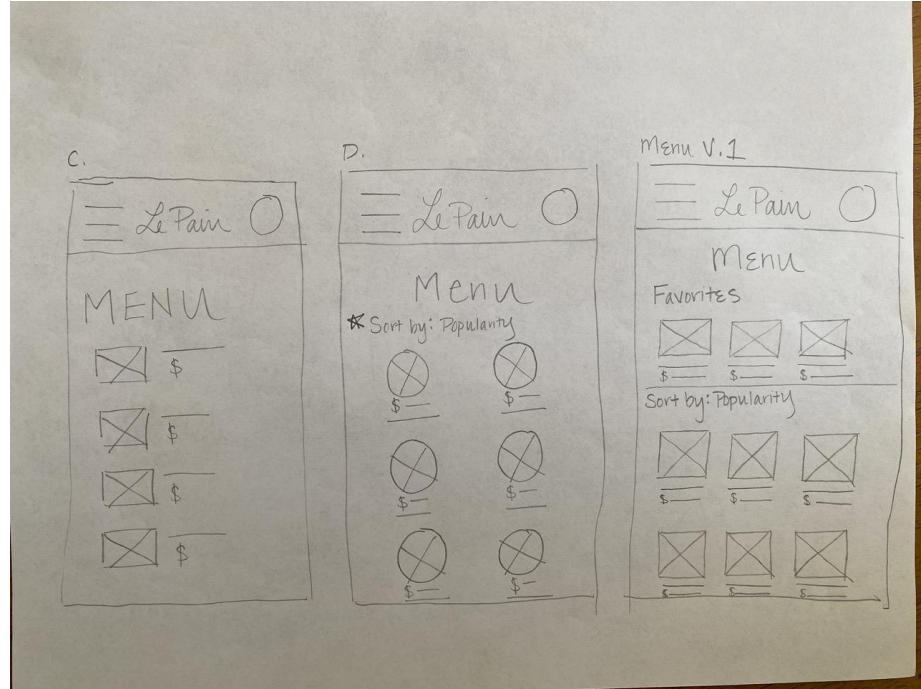
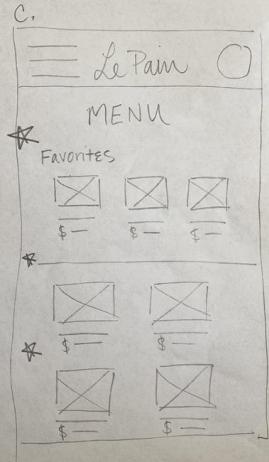
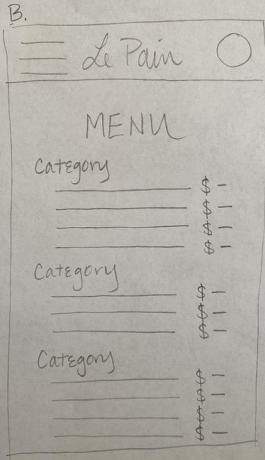
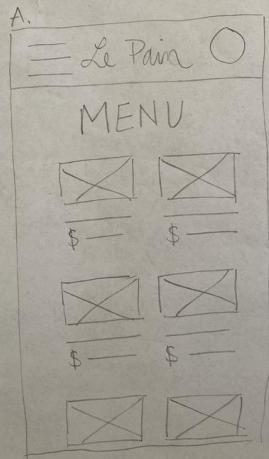
Time [7:45] [AM]

Next

Cancel

# Paper wireframes (cont)

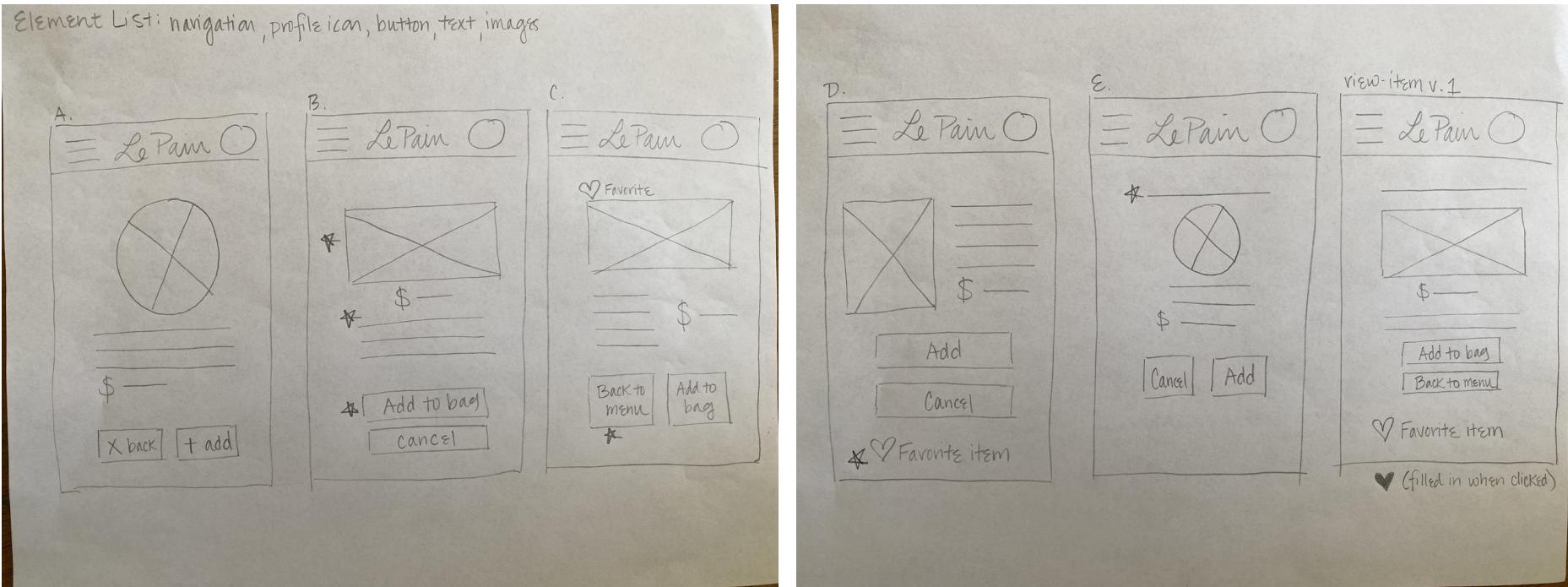
Element List: Text, navigation, profile icon, images, text



Menu

# Paper wireframes (cont)

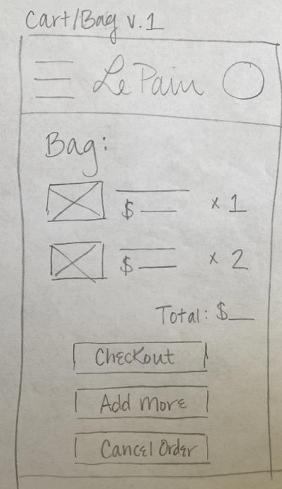
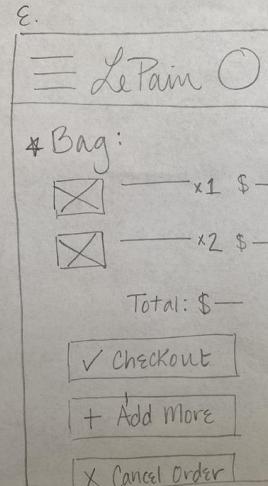
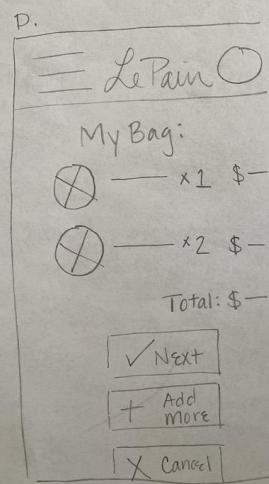
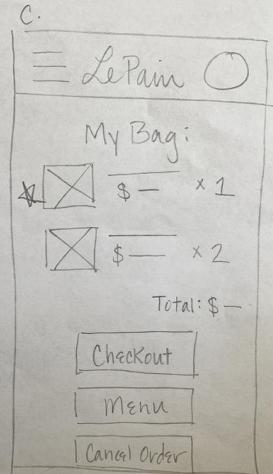
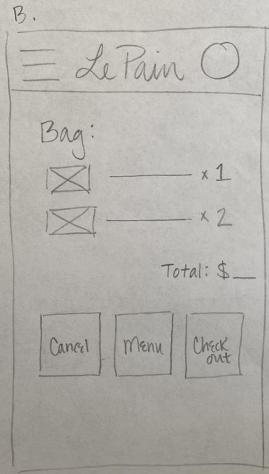
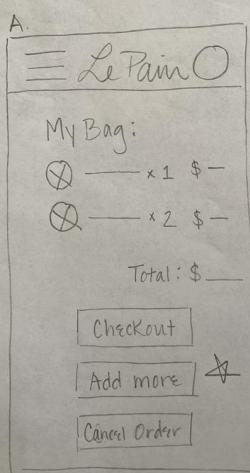
Element List: navigation, profile icon, button, text, images



*View Item*

# Paper wireframes (cont)

Element List: Navigation, profile icon, text, images, buttons



Bag

# Paper wireframes (cont)

Element List: navigation, profile icon, text, buttons

A.

Le Pain O

Checkout

Details:  
For \_\_\_\_\_  
Date \_\_\_\_\_  
Time \_\_\_\_\_

Bag:  
\_\_\_\_\_ x1  
\_\_\_\_\_ x2

Total:  
\$ \_\_\_\_\_

X      ✓

B.

Le Pain O

Checkout

Order:  
\_\_\_\_\_

Bag:  
\_\_\_\_\_

TOTAL: \$ \_\_\_\_\_

Payment  
Cancel Order

C.

Le Pain O

Checkout

For: \_\_\_\_\_  
When: \_\_\_\_\_

Bag: \_\_\_\_\_ x1  
\_\_\_\_\_ x2

\* Order Total: \$ \_\_\_\_\_

Continue  
Cancel Order  
Back

D.

Le Pain O

Checkout

For: \_\_\_\_\_ When: \_\_\_\_\_

Order Total: \$ \_\_\_\_\_

Bag: \_\_\_\_\_ x1  
\_\_\_\_\_ x2

Cancel Order  
Back  
Continue to Payment

E.

Le Pain O

\* Order Summary

For: \_\_\_\_\_ When: \_\_\_\_\_

Bag: \_\_\_\_\_ x1  
\_\_\_\_\_ x2

Total: \$ \_\_\_\_\_

Continue to Payment  
Back to Bag  
Cancel Order

Checkout-Overview v.1

Le Pain O

Order Summary

For: \_\_\_\_\_ When: \_\_\_\_\_

Bag: \_\_\_\_\_ x1  
\_\_\_\_\_ x2

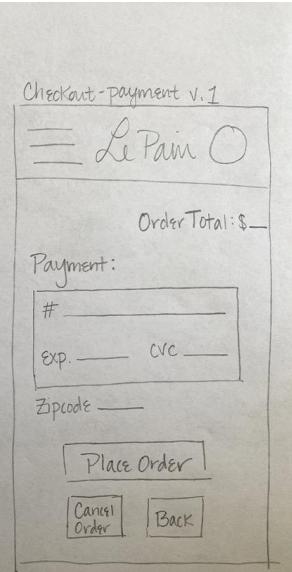
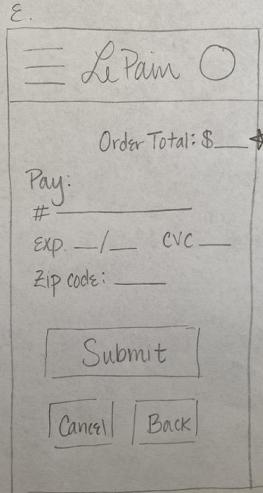
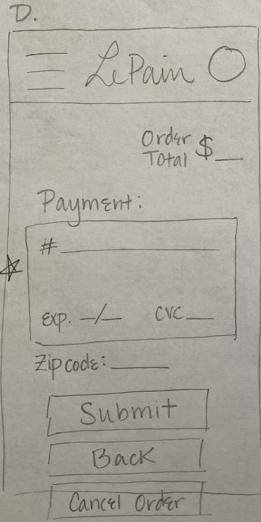
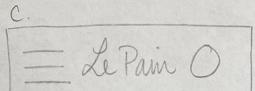
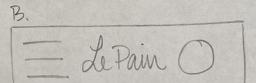
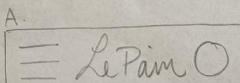
Order Total: \$ \_\_\_\_\_

Continue  
Cancel Order  
Back

Checkout - Overview

# Paper wireframes (cont)

Element List: navigation, profile icon, text, button



Checkout - Payment

# Paper wireframes (cont)

Element List: Navigation, profile icon, text, image, button

A.

Le Pain

\* Order Confirmation

Order No. \_\_\_\_\_  
For: \_\_\_\_\_  
When: \_\_\_\_\_

Home My Orders

B.

Le Pain

Confirmation:

Order No. \_\_\_\_\_  
Details: \_\_\_\_\_

À bientôt!

Home My Orders

C.

Le Pain

CONFIRMATION

Order No. \_\_\_\_\_  
Details: \_\_\_\_\_

\* À bientôt!

D.

Le Pain

Order No. \_\_\_\_\_  
For: \_\_\_\_\_  
On: \_\_\_\_\_

\* Home My Orders

E.

Le Pain

Confirmation:  
\* Order No. \_\_\_\_\_  
\* Details: \_\_\_\_\_

\* À bientôt!

My Profile Home Contact Us

Confirmation v. 1

Le Pain

Order Confirmation  
Order No. \_\_\_\_\_  
Details: \_\_\_\_\_

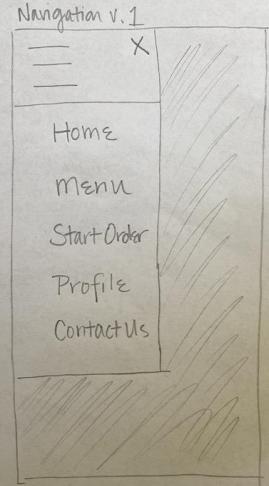
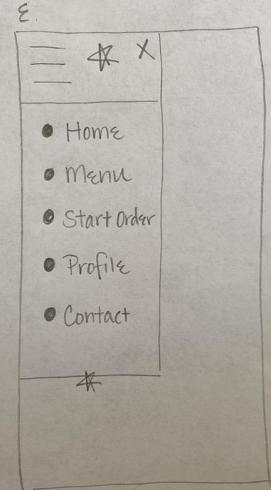
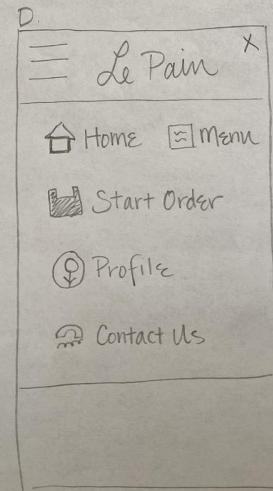
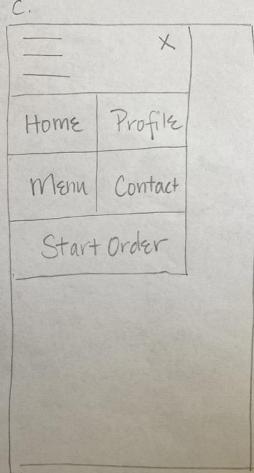
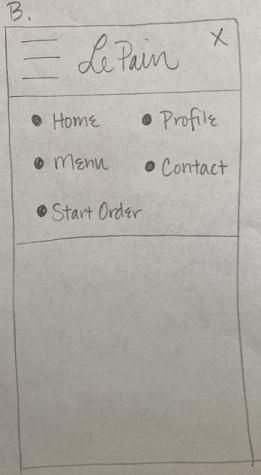
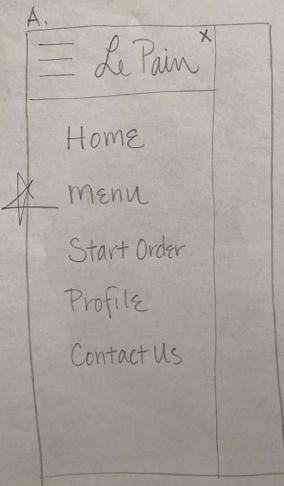
\* À bientôt!

Home My Orders

Order Confirmation

# Paper wireframes (cont)

Element List: Navigation(dropdown), links, buttons

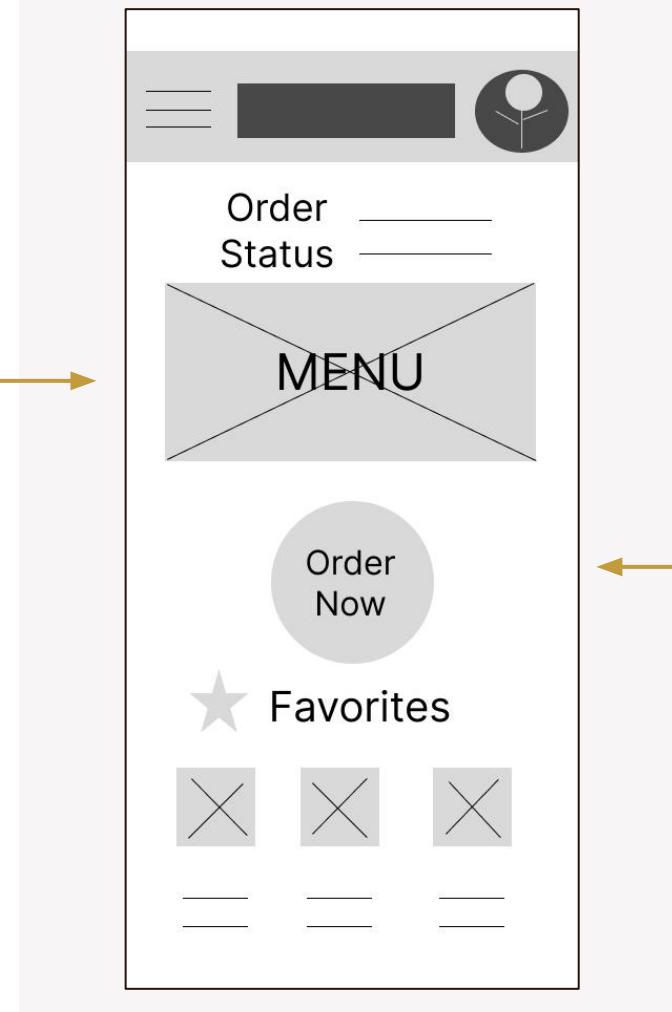


Navigation Menu

# Digital wireframes

As the initial design phase continued, I made sure to base the designs on features that were a priority for users during research

Large menu button so users can easily browse what's available



Prominent "Order Now" button so users waste no time searching for how to start an order



## Place Order

Name:

When: ASAP

Later

Date Month Day

Time 7:45 AM

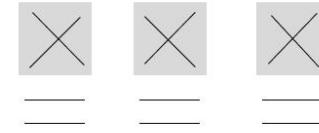
Next

Cancel

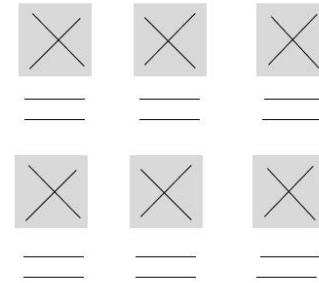


## Menu

### Favorites



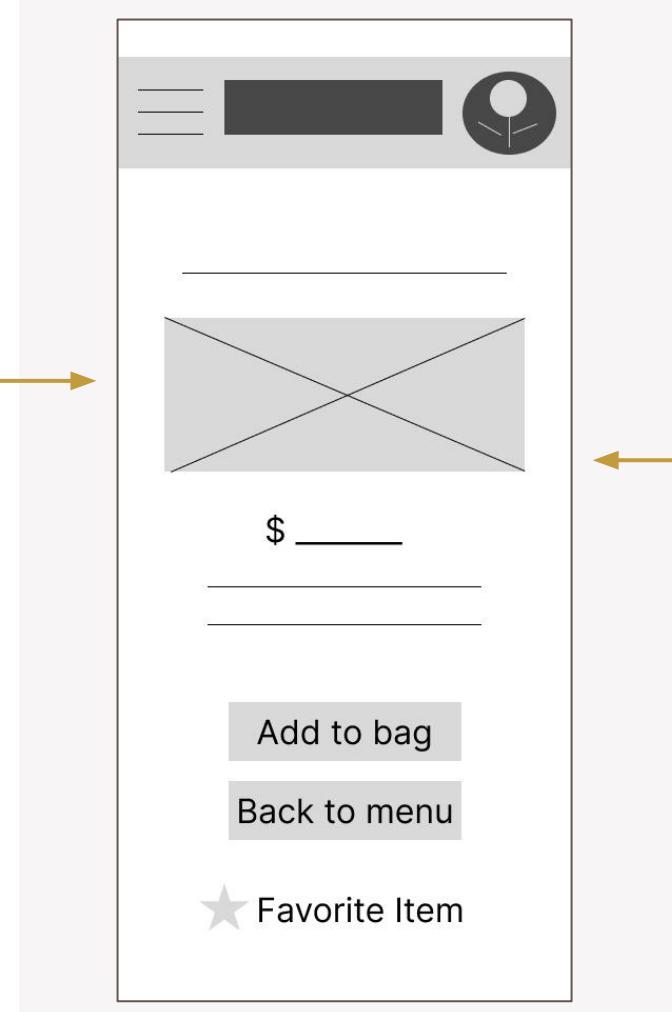
Sort by: Popularity



# Digital wireframes

As price is a big factor on what a user selects, I kept the menu item screen simple - with the name of the item at the top, followed by the image and price

Large menu item image so user's know what they are ordering



Price is in larger-sized text, directly beneath the item image



Bag:



\$ \_\_

x 1



\$ \_\_

x 2

Total: \$\_\_

Checkout

Add More

Cancel Order

## Order Summary

For:

\_\_\_\_\_

When:

\_\_\_\_\_

Bag:

\_\_\_\_\_

x 1

\_\_\_\_\_

x 2

Order Total: \$\_\_

Checkout

Cancel  
Order

Back



Order Total: \$\_\_

Payment:

# \_\_\_\_\_

Exp: \_\_\_\_ CVC: \_\_\_\_

Zip code: \_\_\_\_

Place Order

Cancel  
Order

Back



Order Confirmation

Order No:  
\_\_\_\_\_

Details:  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

À bientôt!

Home

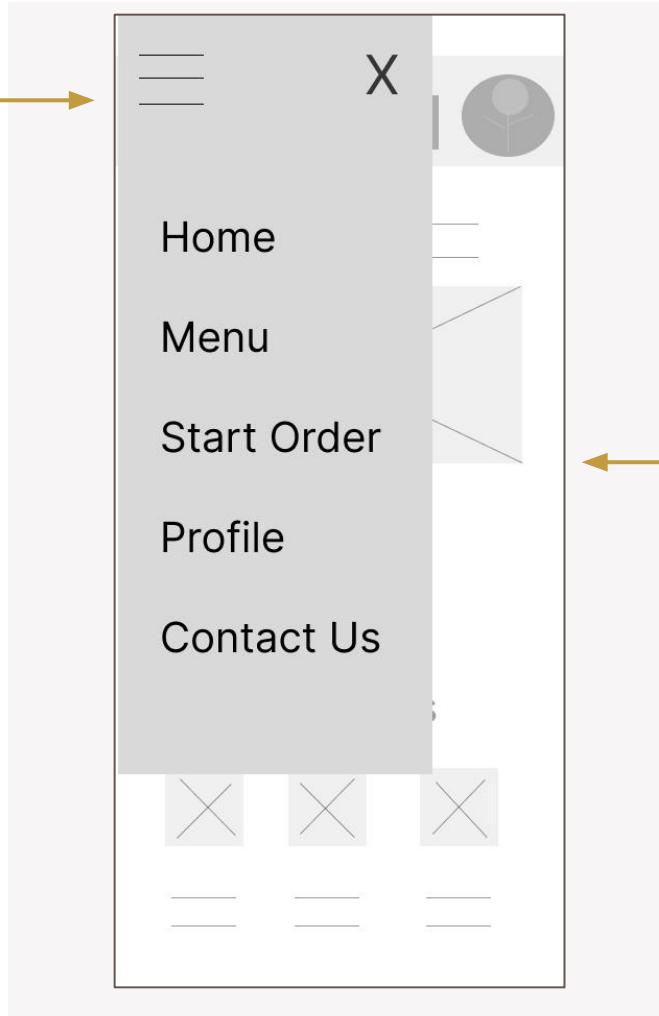
My  
Orders

# Digital wireframes

Navigation is key when it comes to mobile apps.

Limited screen space means you need to be able to easily access any page within the app

Menu icon available on each screen so user can navigate quickly and efficiently



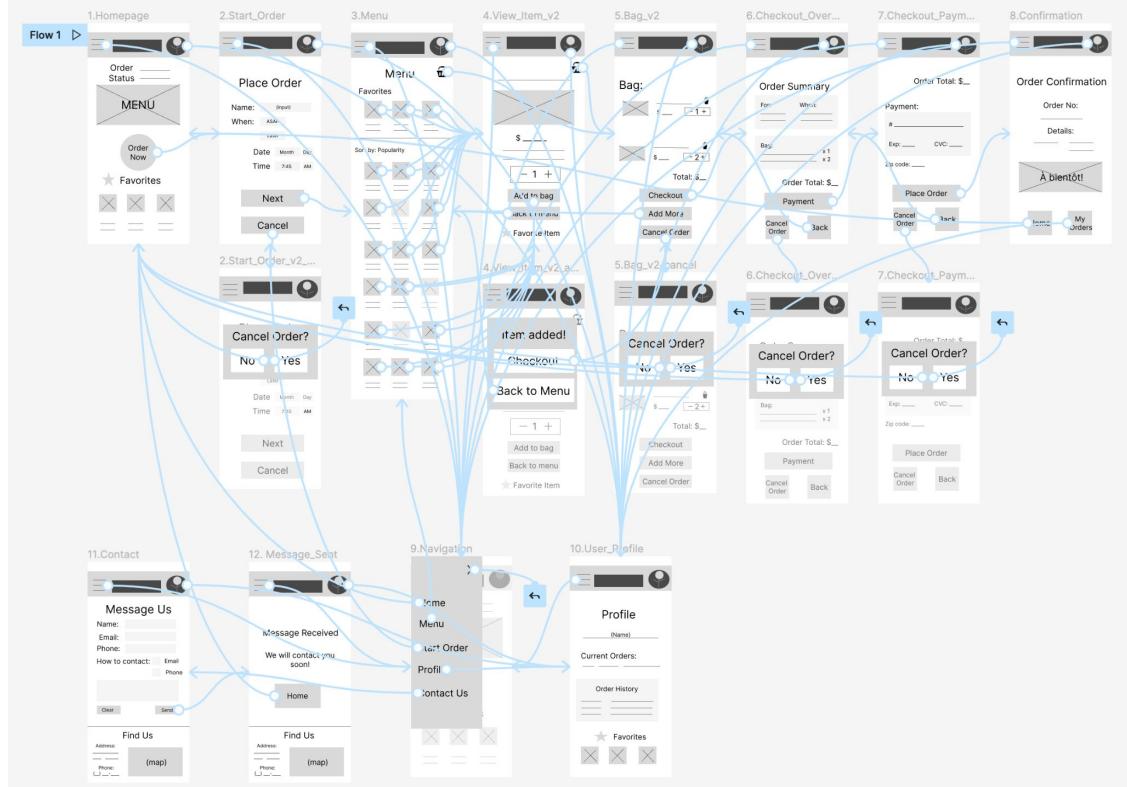
Large text for navigation menu so user can easily find where they want to go

# Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of placing an order, so the prototype can be used in a usability study with users.

This prototype was updated after the usability study and the changes are reflected.

View the Le Pain Bakery  
low-fidelity prototype



# Usability study: findings

Feedback received from the participants was largely positive. However, there were a few pain points that were discovered during testing that had not been considered in the initial design stages.

## Round 1 findings

- 1 Users want a visual representation of when an item is added
- 2 Users want a visual cue to confirm when they click “Cancel Order”
- 3 Users want to add multiple quantities of an item and be able to edit their bag

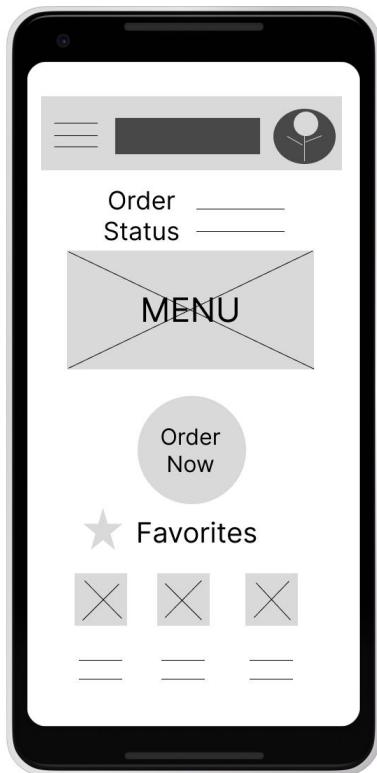
# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

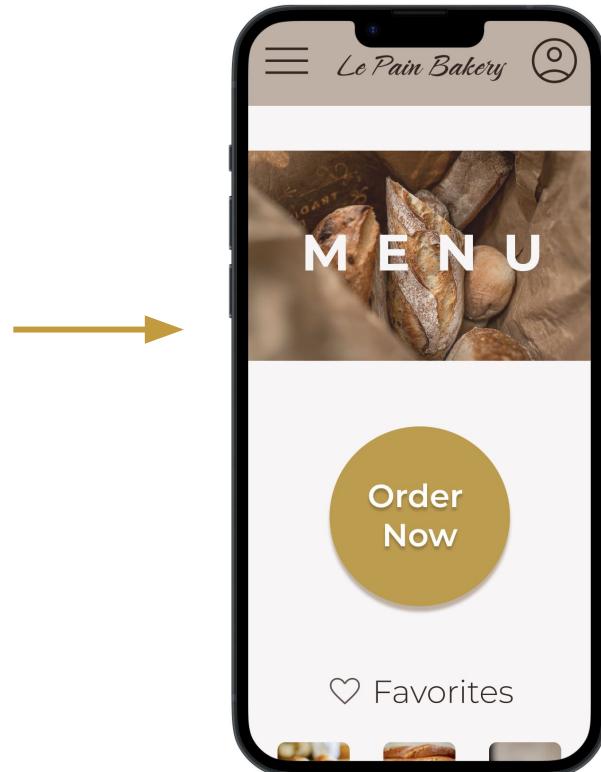
# Mockups

Several design changes were made after reviewing the usability insights. These changes are reflected in the mockups and high-fidelity prototype and include added back arrows and simpler buttons during user flow

Before usability study



After usability study

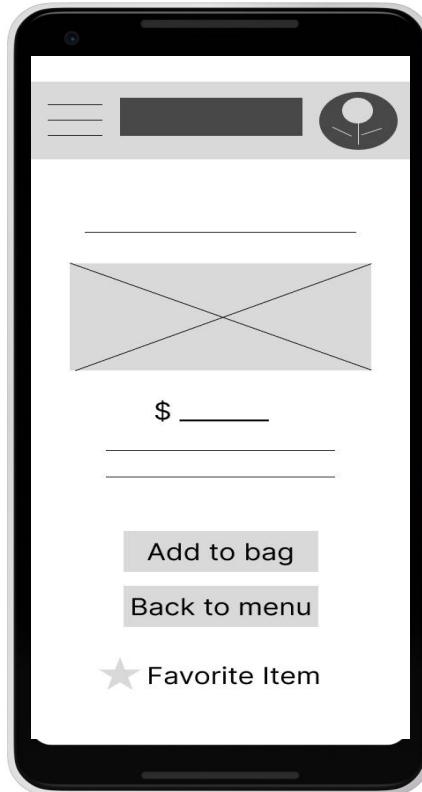


# Mockups

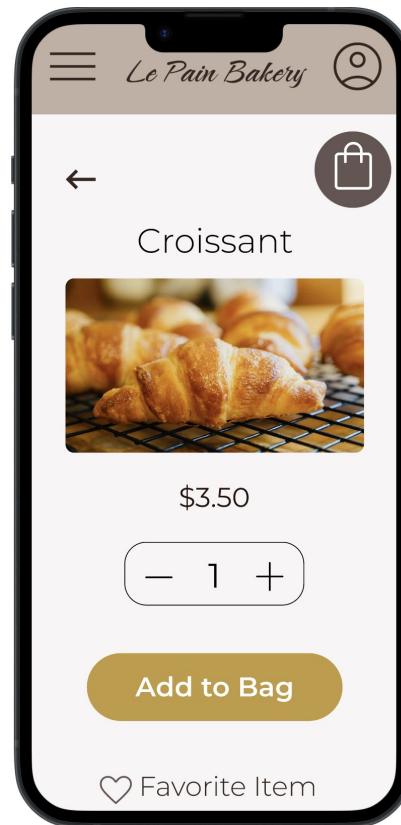
## Insight:

Users want the ability to add multiple quantities of the same item and confirmation that the item was successfully added

Before usability study



After usability study



Item added!

Checkout

Back to Menu

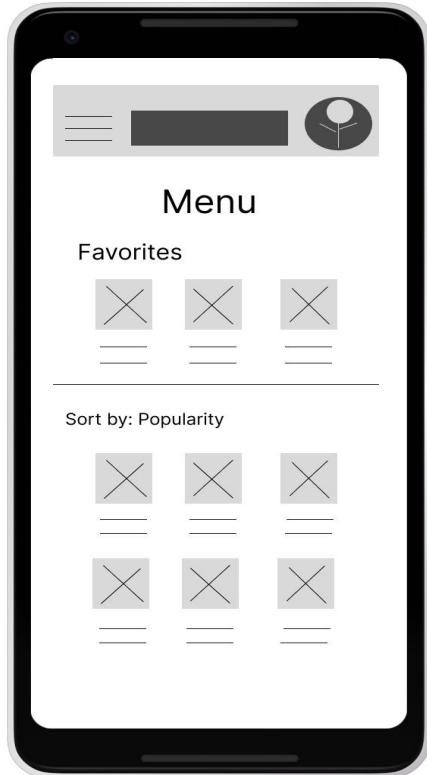
Overlay appears when item added to bag

# Mockups

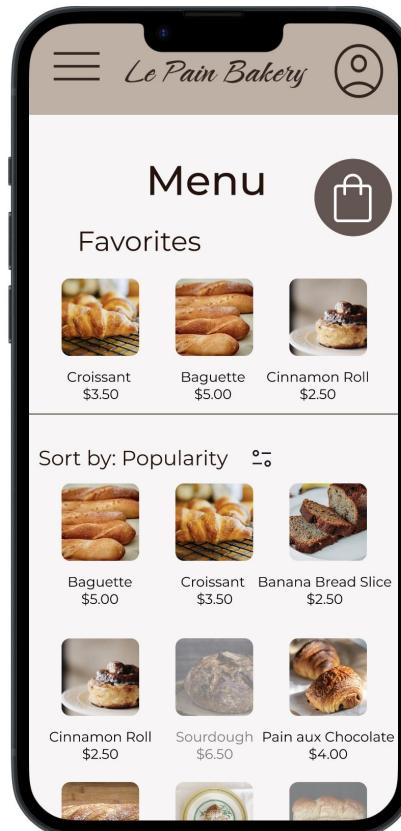
## Insight:

Users want to see a bag icon so they can easily view what's in their cart

Before usability study



After usability study

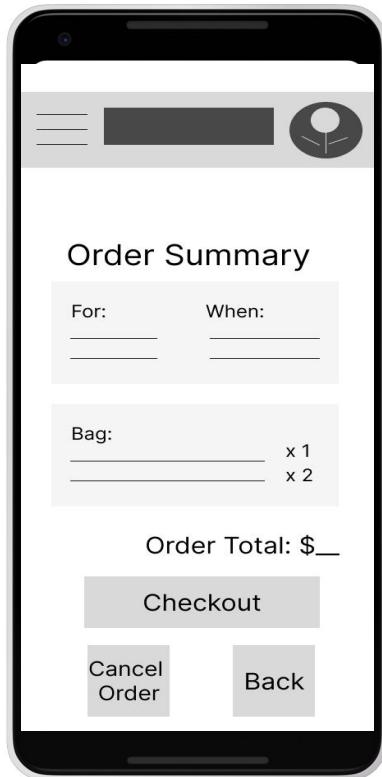


# Mockups

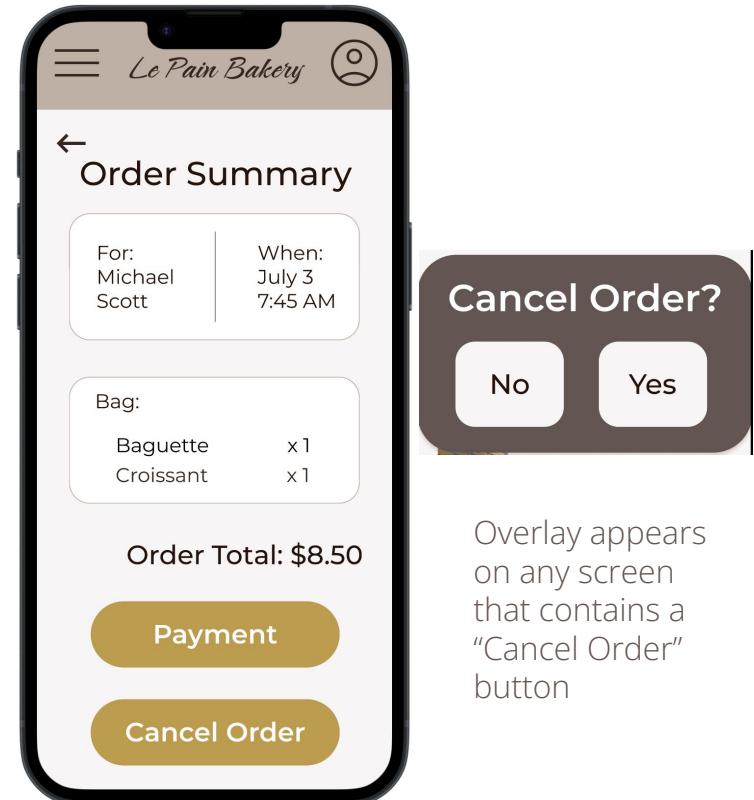
## Insight:

Users want an alert or confirmation when they click “Cancel Order”

Before usability study



After usability study

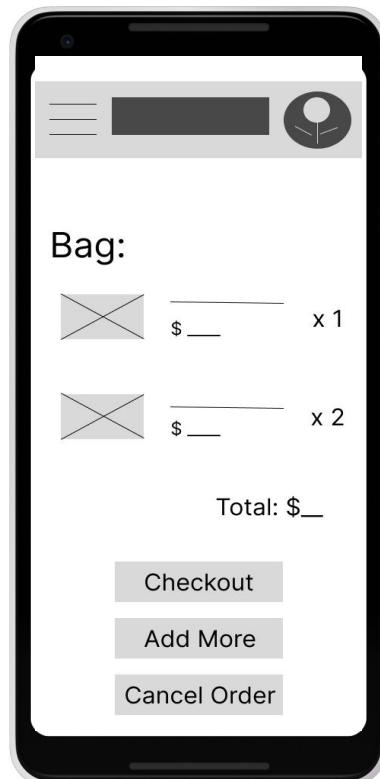


# Mockups

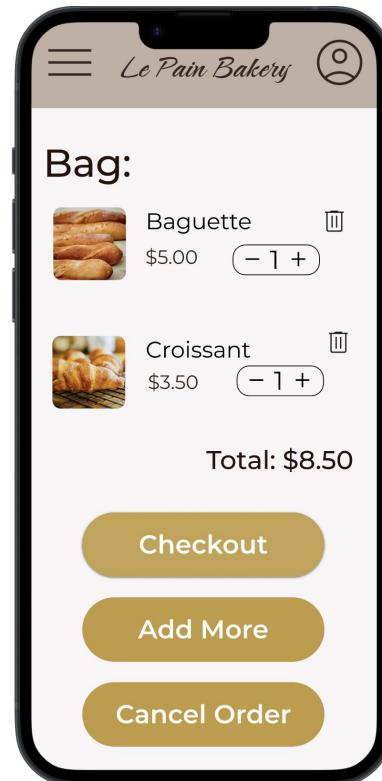
## Insight:

Users want to be able to edit their cart from the bag overview screen

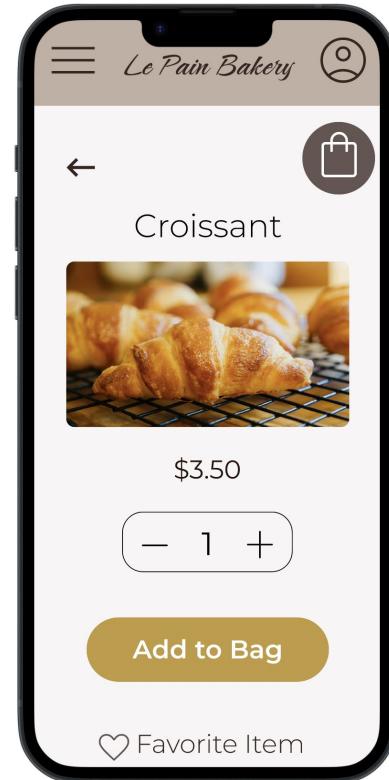
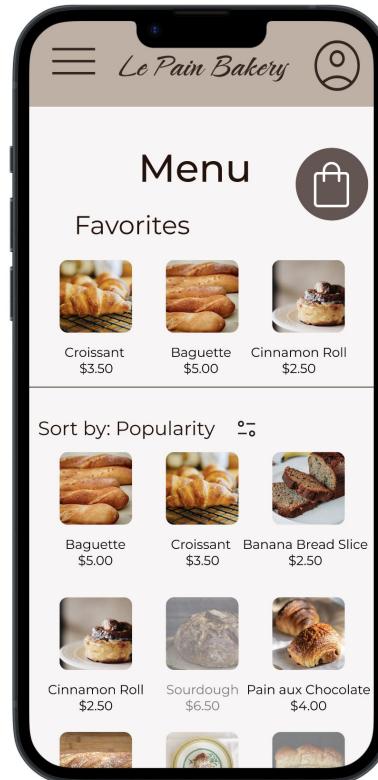
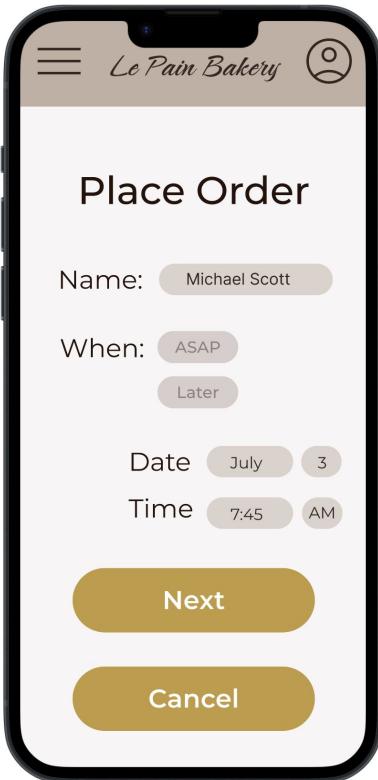
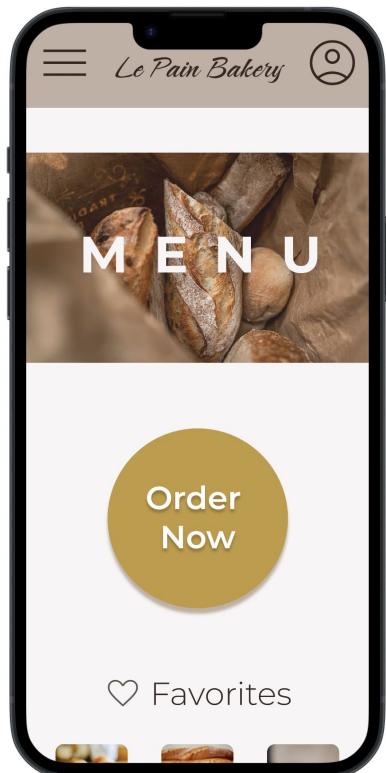
Before usability study



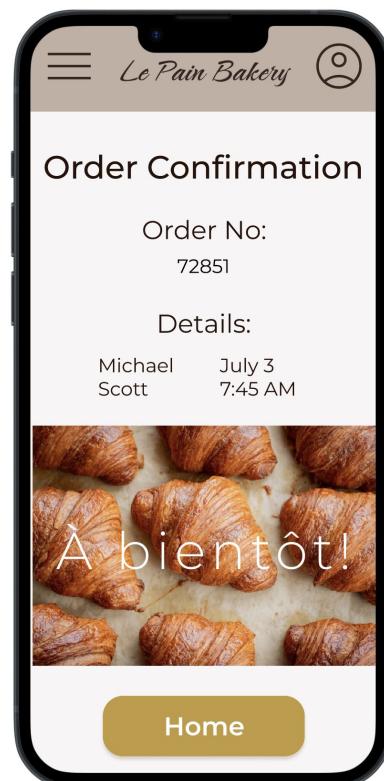
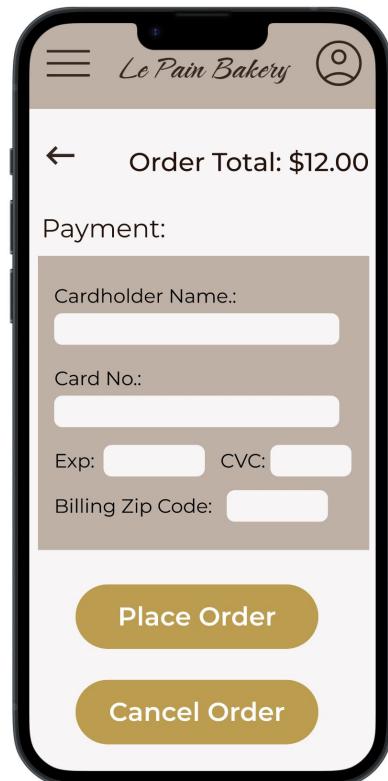
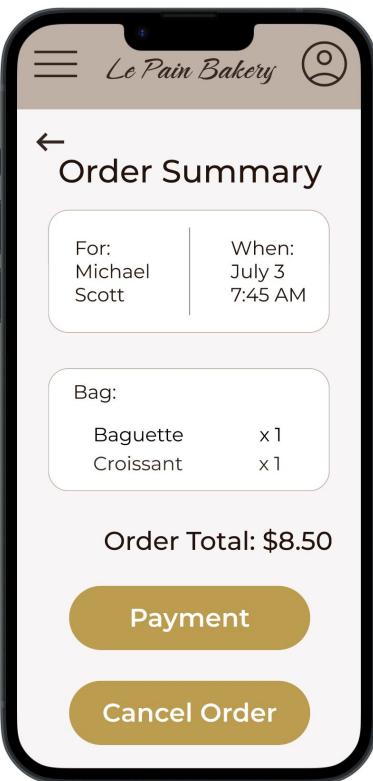
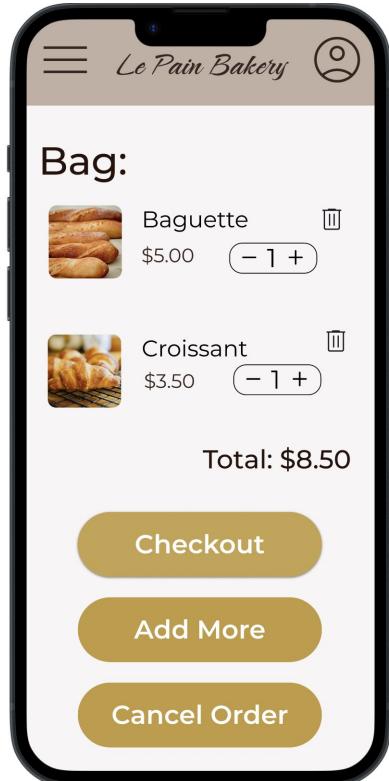
After usability study



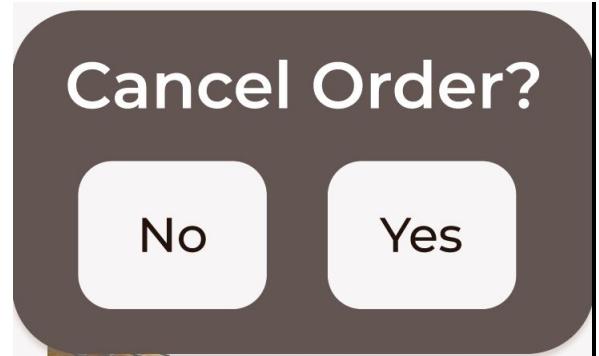
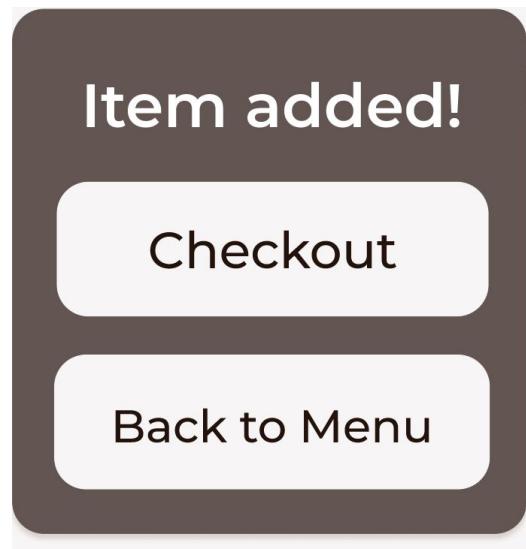
# Mockups (for user flow when placing an order)



# Mockups



# Mockups (overlays)



# High-fidelity prototype

The high-fidelity prototype provided the user with simpler navigation throughout the user flow of placing an order

View the Le Pain Bakery high-fidelity prototype



# Accessibility considerations

1

Paired icons with text  
to make  
navigation easier  
throughout the app

2

Chose colors with high  
contrast to meet  
accessibility standards  
and help improve the  
visual flow

3

Provided prominent  
images and text in the  
menu item view

## Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The app makes it really easy for someone to place an order, whether that's for immediate pick up or at a scheduled time. By addressing one of the major pain points, customers are satisfied that they can efficiently place an order ahead of time, reducing their need to rush to or from work, and the stress that accompanies that.

One quote from peer feedback:

*"I really love the ease of ordering on the app as well as the aesthetics - the color combinations go so well together!"*



## What I learned:

While designing the Le Pain Bakery app, I learned that there is so much more to what goes into a design than I initially thought. Every detail is accounted for and all feedback is important and heard. There is a real positive impact of using a human-centered design approach.

I also learned how important usability studies are in that they discover pain points that I, as the designer, had not considered. By conducting these studies, I created a product that truly fits the needs of its customers - in ways that I had not initially designed and anticipated.

# 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.

3

As a Web Developer, I would also like to take this design and bring it to life in production, which will allow me to experience the full stages of the development cycle.

# Let's connect!



Thank you for your time reviewing my work on the Le Pain Bakery app!

If you'd like to see more or get in touch, my contact information is provided below.

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