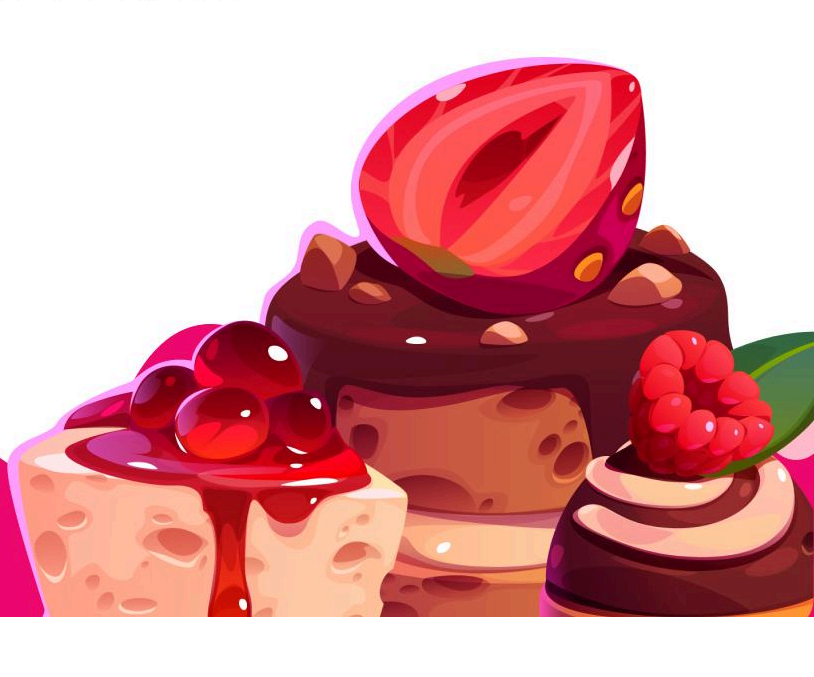
Cream Palette

Cake Customization Delivery App

What?

Cream Palette is a innovative cake customization app where you may design your own cake with your preferred theme in mind and send it to your friends and family around the globe.

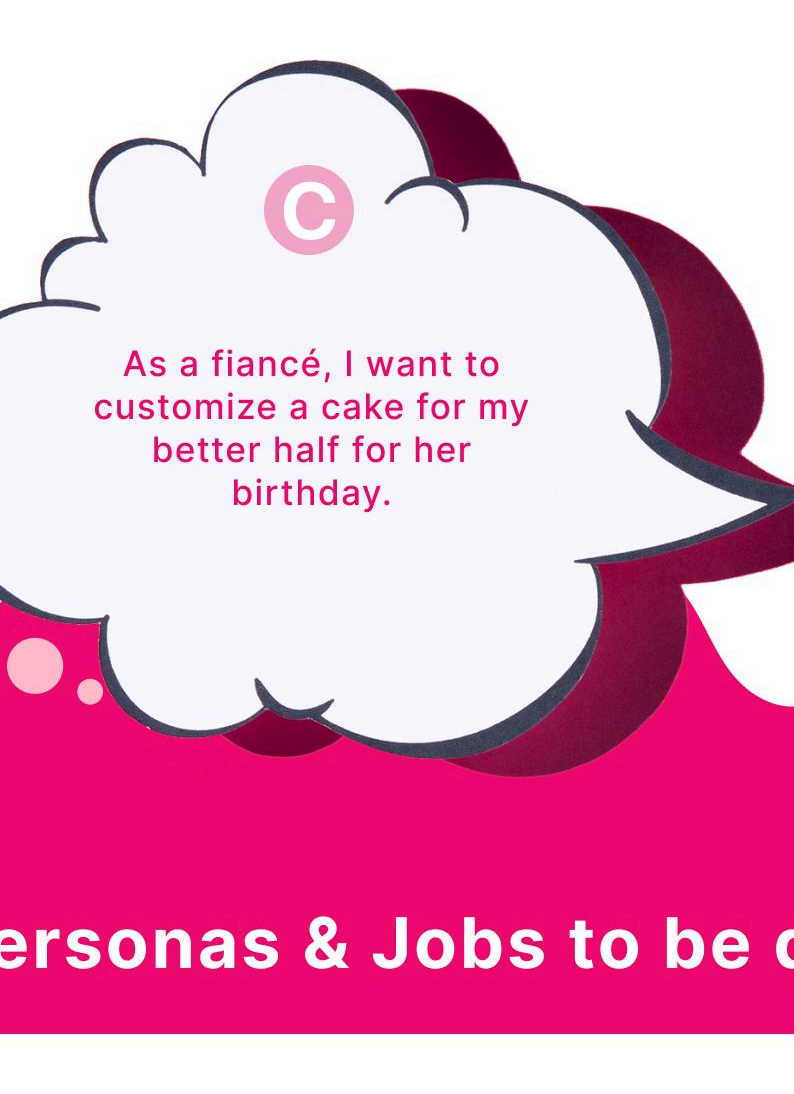


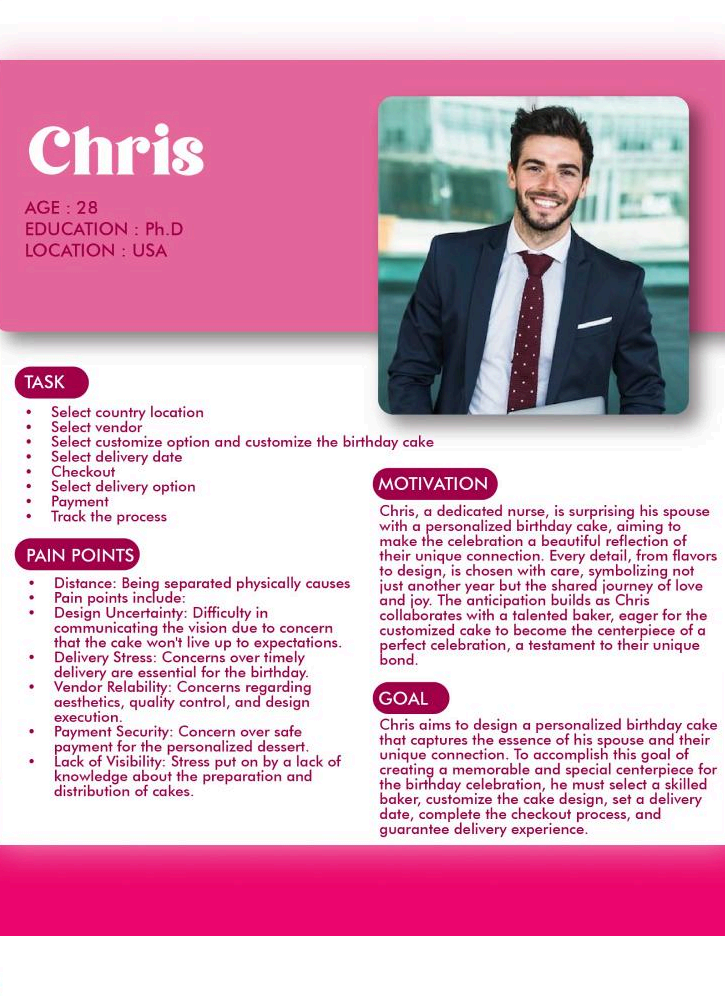
Why?

Primary Objective: The primary objective of the cake application is to provide a seamless and delightful experience for users to customize and order personalized cakes for special occasions.

Secondary Objective: The secondary objective is to enable international cake delivery and provide users with the option to choose or customize different cake combos according to their preferences.

Personas & Jobs to be done


C
As a fiancé, I want to customize a cake for my better half for her birthday.



Chris

AGE : 28
EDUCATION : Ph.D
LOCATION : USA

TASK

- Select country location
- Select vendor
- Select customize option and customize the birthday cake
- Select delivery date
- Checkout
- Select delivery option
- Payment
- Track the process

PAIN POINTS

- Distance: Being separated physically causes
- Pain points include:
- Design Uncertainty: Difficulty in communicating the vision due to concern that the cake won't live up to expectations.
- Delivery Stress: Concerns over timely delivery are essential for the birthday.
- Vendor Reliability: Concerns regarding aesthetics, quality control, and design execution.
- Payment Security: Concern over safe payment for the personalized dessert.
- Lack of Visibility: Stress put on by a lack of knowledge about the preparation and distribution of cakes.

MOTIVATION

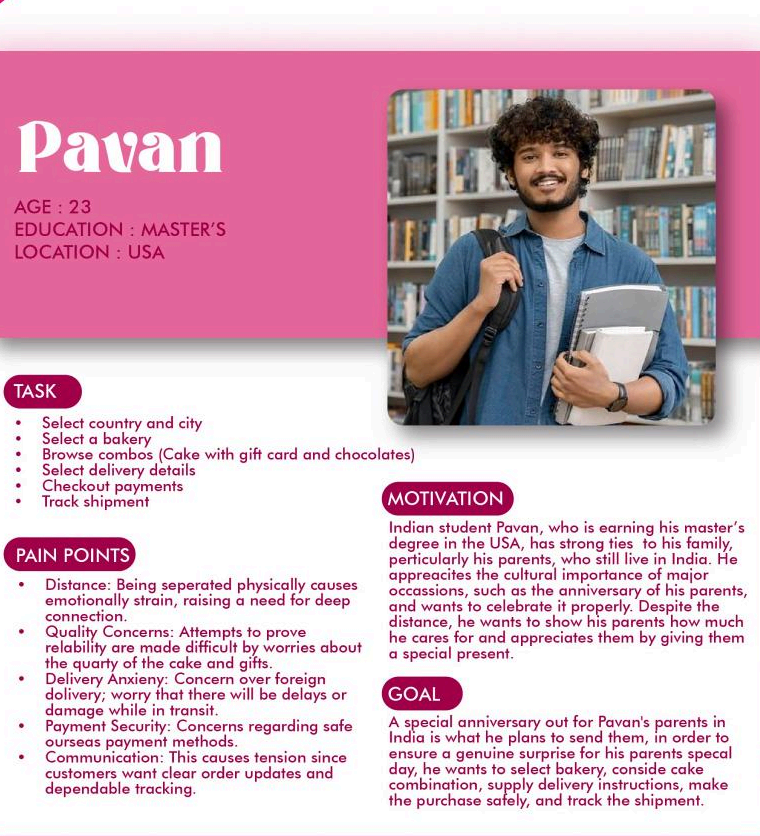
Chris, a dedicated nurse, is surprising his spouse with a personalized birthday cake, aiming to make the celebration a beautiful reflection of their unique connection. Every detail, from flavors to design, is chosen with care, symbolizing not just another year but the shared journey of love and joy. The anticipation builds as Chris collaborates with a talented baker, eager for the customized cake to become the centerpiece of a perfect celebration, a testament to their unique bond.

GOAL

Chris aims to design a personalized birthday cake that captures the essence of his spouse and their unique connection. To accomplish this goal of creating a memorable and special centerpiece for the birthday celebration, he must select a skilled baker, customize the cake design, set a delivery date, complete the checkout process, and guarantee delivery experience.

Personas & Jobs to be done

P
As an international student in the US, I want to send a cake with greetings and flowers to my parents for their anniversary



Pavan

AGE : 23
EDUCATION : MASTER'S
LOCATION : USA

TASK

- Select country and city
- Select a bakery
- Browse combos (Cake with gift card and chocolates)
- Select delivery details
- Checkout payments
- Track shipment

PAIN POINTS

- Distance: Being seperated physically causes emotionally strain, raising a need for deep connection.
- Quality Concerns: Attempts to prove relability are made difficult by worries about the quarty of the cake and gifts.
- Delivery Anxieny: Concern over foreign dolivery; worry that there will be delays or damage while in transit.
- Payment Security: Concerns regarding safe ourseas payment methods.
- Communication: This causes tension since customers want clear order updates and dependable tracking.

MOTIVATION

Indian student Pavan, who is earning his master's degree in the USA, has strong ties to his family, perticularly his parents, who still live in India. He appreacites the cultural importance of major occassions, such as the anniversary of his parents, and wants to celebrate it properly. Despite the distance, he wants to show his parents how much he cares for and appreciates them by giving them a special present.

GOAL

A special anniversary out for Pavan's parents in India is what he plans to send them, in order to ensure a genuine surprise for his parents specal day, he wants to select bakery, conside cake combination, supply delivery instructions, make the purchase safely, and track the shipment.

User needs

- Convenient app that offers an easy selection process and simple ordering process
- Customize cakes based on flavor, size, and other preferences to fit individual needs
- Reliable international delivery to send cakes and gifts abroad

Pain points

- Limited design/ customization options
- Limited flavor and add-ons options
- Limited reach internationally

Solution

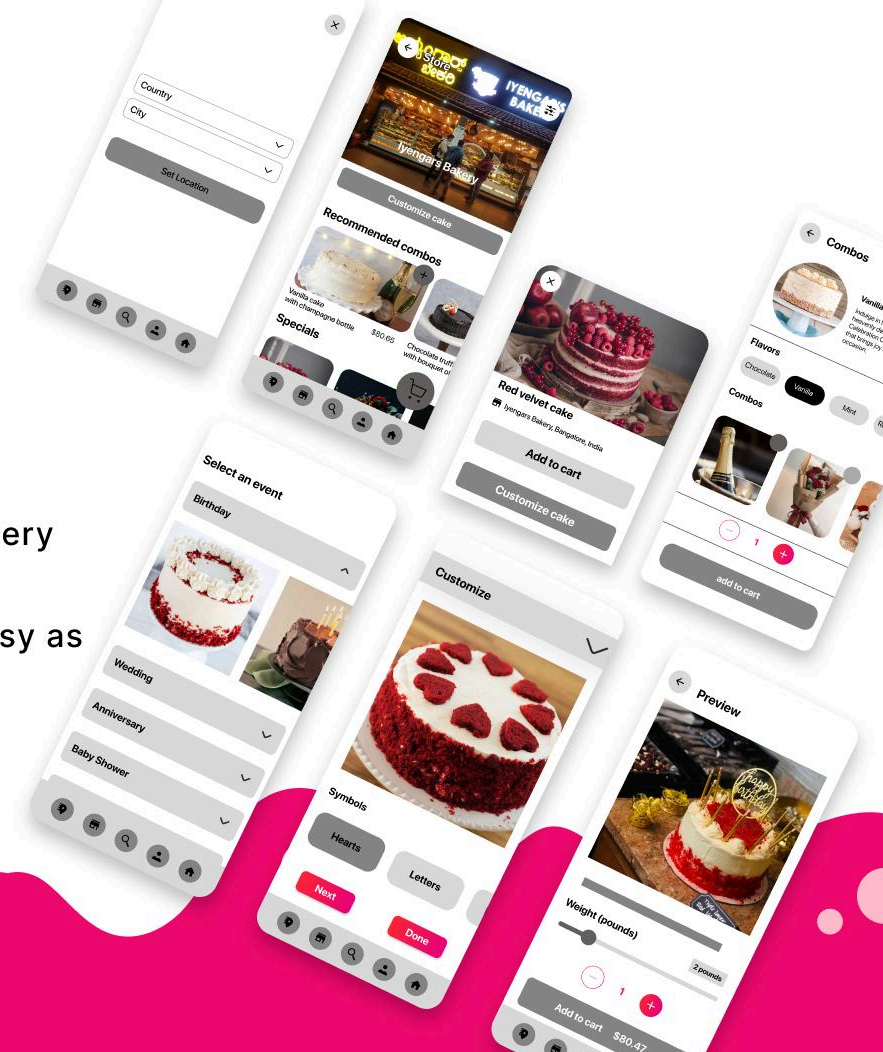
Paper Prototypes

Solution

We came up with a solution where in our app users can order a cake along with some extra items as combos like bouquets, dolls etc;

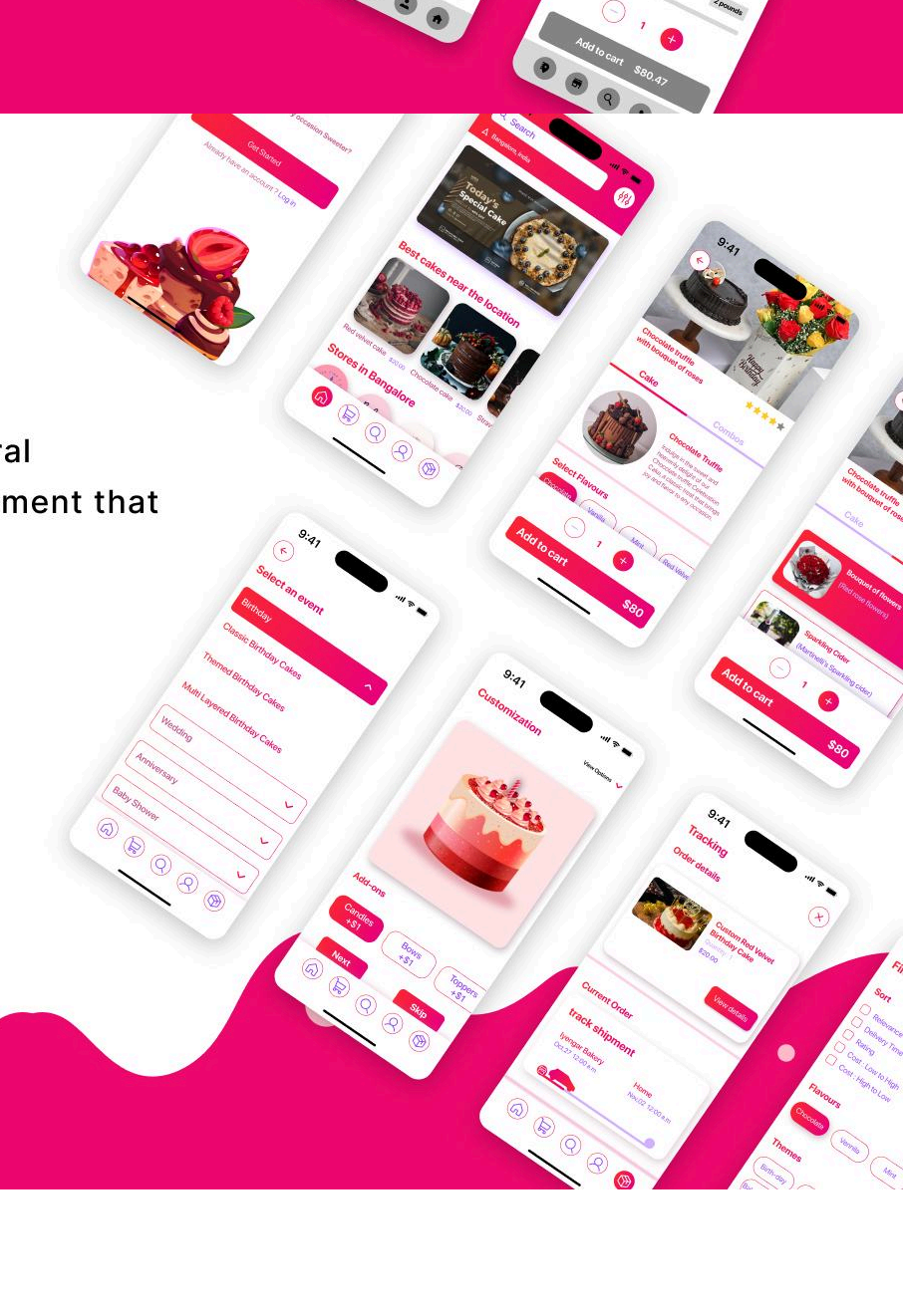
Users can easily change their country for international delivery

Users can easily customize any cake as their own just as easy as playing a cooking video game.



Hi-fi prototype

While creating this high-fidelity prototype, we made several modifications to our app's flow based on the initial assessment that we received.



Usability timeline

LO-fi Prototype review → **Usability testing** → **Analysis** → **Present to stakeholders**

Created the high fidelity prototype of our app based on the feedback we got

Did one on one interviews where we recruited 12 participants and observed their interactions with the prototype and also asked questions while they were doing the tasks

Analyzed the findings using Thematic analysis method and made changes to our prototype based on user feedback

Tasks for Usability testing

Task 1 (Location setup) : Let's say you are currently in New York and your parents are living in India. Since it's your father's birthday, you wish to send a cake to him in India. Considering the situation, please specify the desired delivery destination for the cake.

Task 2 (Main Menu & Ordering) : You want to send a chocolate cake and a bouquet to your parents; how will you do that?

Task 3 (Delivery details Update) : After selecting the Gift and cake you want to update the delivery details. How would you do that?

Task 4 (Payment) : You finalized the gift and cake and now you want to make online payment for this, how would you do that?

Task 5 (Customization) : Your friend's birthday is coming up and you want to get them a red velvet cake, but you want to make it unique by adding their favorite toppings and decorations on it. How would you go about doing this?

Analysis

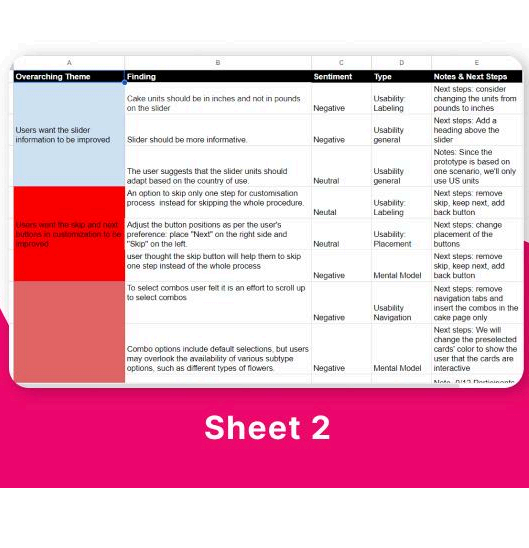
In our exploration of usability test analysis, we employed thematic analysis.

We worked together as a team to look at and understand the insights we found in the analysis. We wrote everything down in an Excel sheet. After that, we had a brainstorming session to find the things that were similar and make themes.

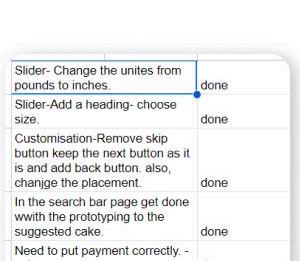
We categorized the themes using color-coding. This process allowed us to pinpoint shared characteristics.

Afterwards, we placed our themes into a separate sheet so that we could begin making iterations.

Sheet 1



Sheet 2



Slider- Change the unites from pounds to inches.	done
Slider-Add a heading- choose size.	done
Customisation-Remove skip button keep the next button as it is and add back button. also, change the placement.	done
In the search bar page get done wwith the prototyping to the suggested cake.	done
Need to put payment correctly. - value	done
In the cake info page- remove the navigation tab and add a combo button in the same page- user has to scroll thewhole page to select the combo.	
Replace the champaign with apple cider.	done

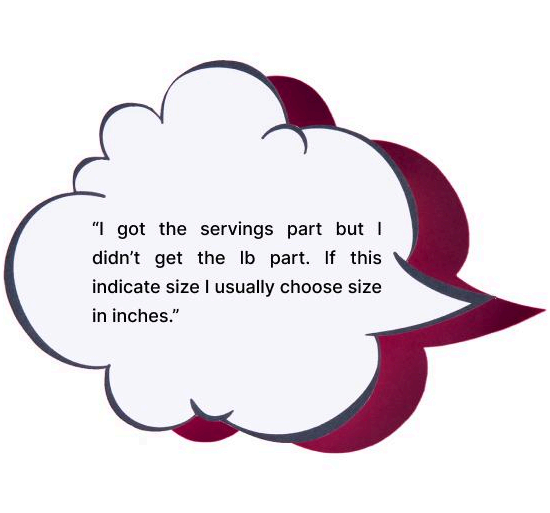
Sheet 3

Key Findings 1

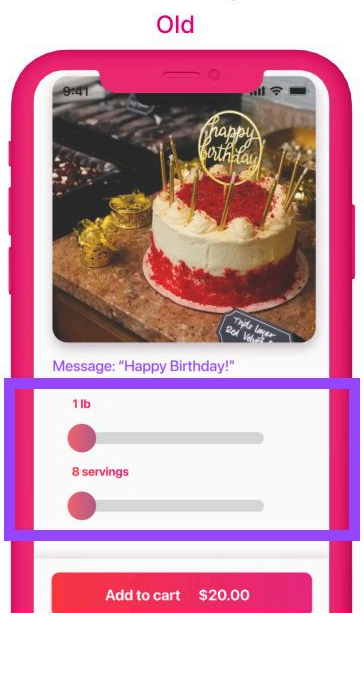
Users want the slider information to be improved

Participant Example : User was confused with the terms of (lb) and servings for the slider in the customization page as there is no labeling for the slider and users also said that he usually choose the size in inches rather than pound

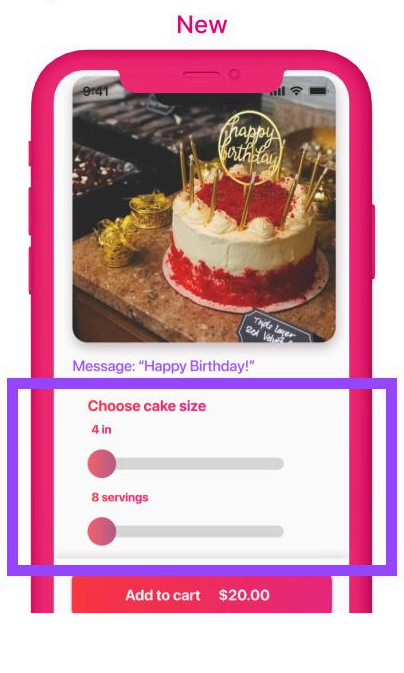
Solution: Changed cake units from pounds to inches on the slider and added a label to the slider


"I got the servings part but I didn't get the lb part. If this indicate size I usually choose size in inches."

Term lb is confusing to users
Old


Message: "Happy Birthday!"
1 lb
8 servings
Add to cart $20.00

Changed lb to inches and added label
New

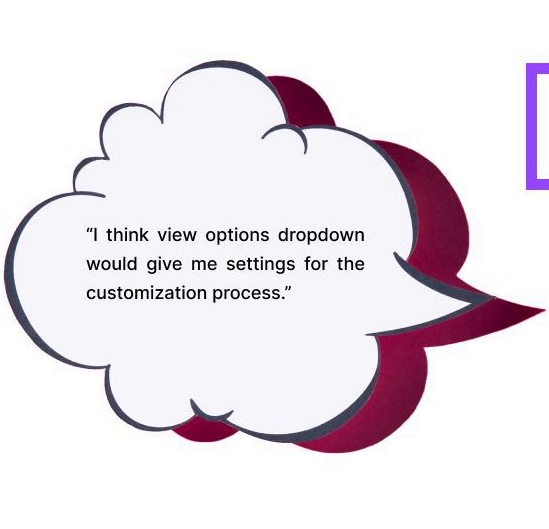

Message: "Happy Birthday!"
Choose cake size
4 in
8 servings
Add to cart $20.00

Key Findings 2

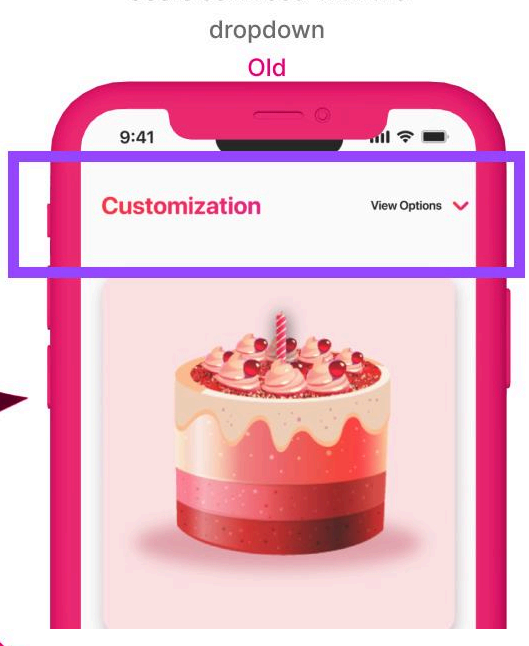
Users were confused with the dropdown button which is in the customization menu

Participant Example : User said that view option beside the dropdown icon confused him to think it meant the settings for customization rather than list of customizations and the user didn't even realized that it's to select the steps for the customization

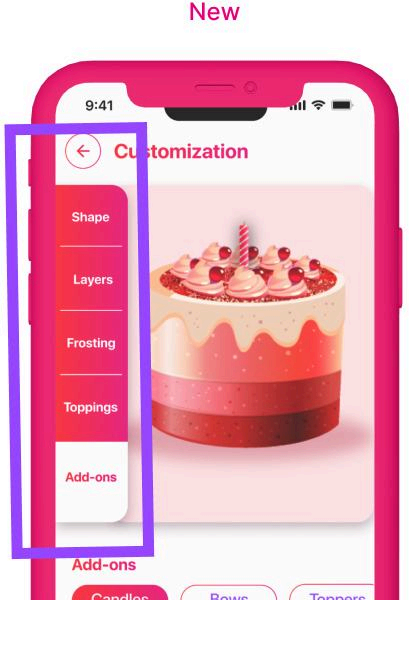
Solution: Remove the drop down and instead of hiding the options for the customization, it should be upfront for the user to select


"I think view options dropdown would give me settings for the customization process."

Users confused with the dropdown
Old


9:41
Customization
View Options

Arranged the dropdown upfront
New

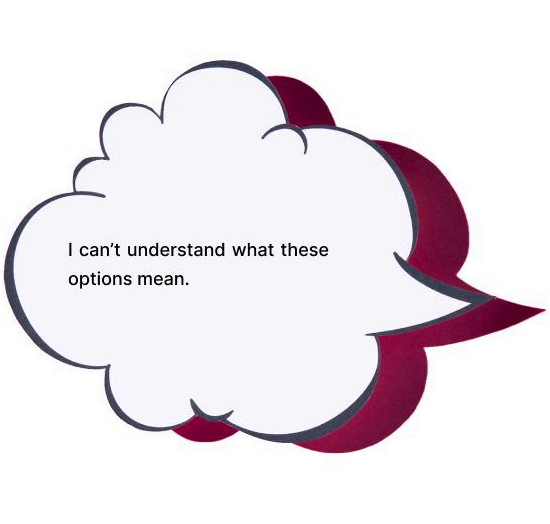

9:41
Customization
Shape
Layers
Frosting
Toppings
Add-ons
Add-ons

Key Findings 3

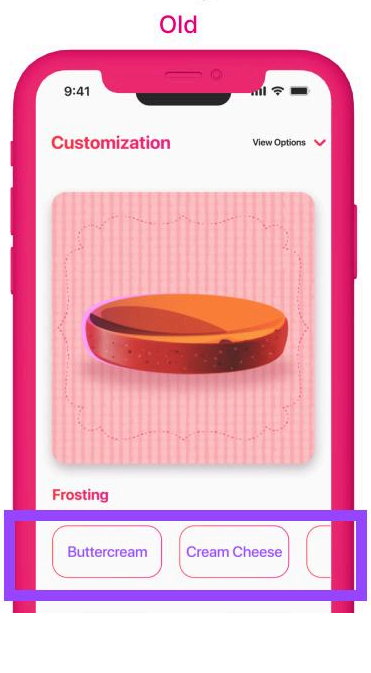
Users were confused by some of the cake customization options because they never heard of them before

Participant Example : Users were confused by some of the frosting options like "fondant" and "meringue"

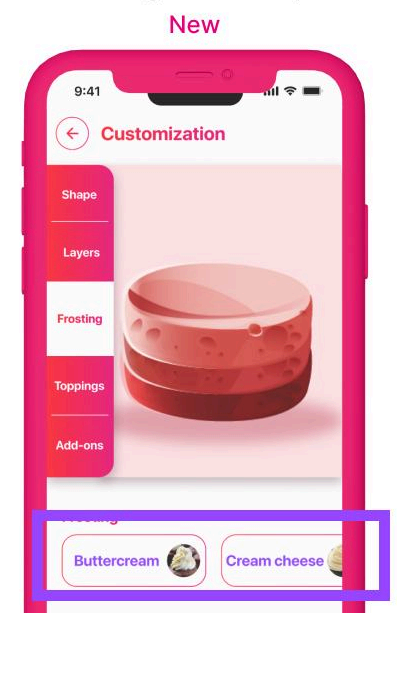
Solution: We added images next to the names of some options so that users are aware of what they are and have a better understanding of their options


I can't understand what these options mean.

No images
Old


9:41
Customization
View Options
Frosting
Buttercream
Cream Cheese

Added images next to options
New

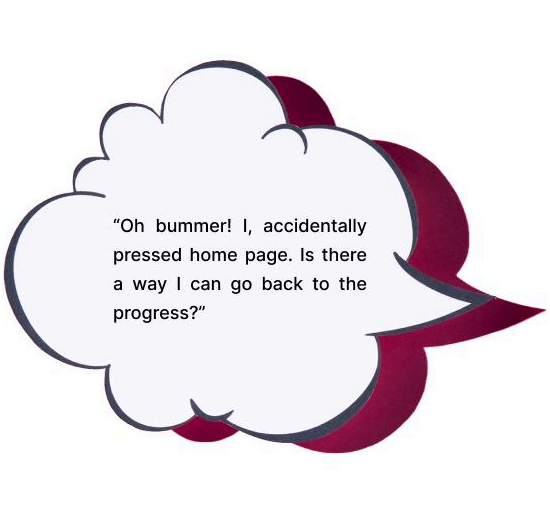

9:41
Customization
Shape
Layers
Frosting
Toppings
Add-ons
Buttercream
Cream cheese

Key Findings 4

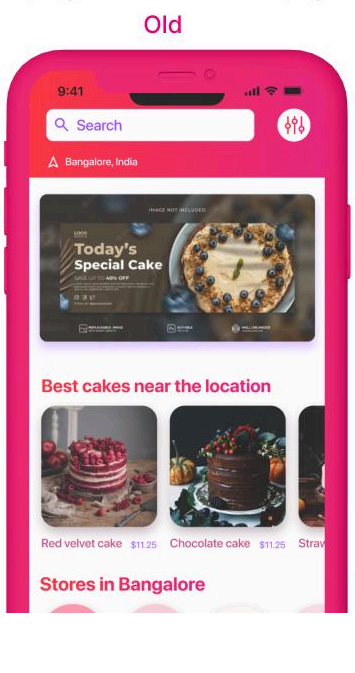
Users wanted the option to save their customization progress

Participant Example : User wanted to go back to previously customized cake in one click

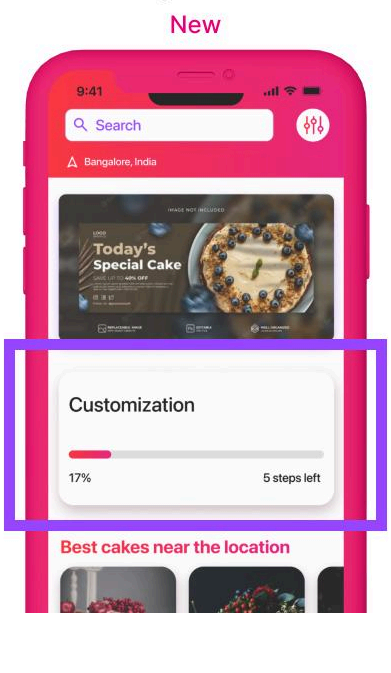
Solution: We added a customization progress bar on the home screen, so if users leave customization for any reason they can continue where they left off by clicking on it


"Oh bummer! I, accidentally pressed home page. Is there a way I can go back to the progress?"

No progress bar on home page
Old


9:41
Search
Bangalore, India
Today's Special Cake
Best cakes near the location
Red velvet cake
Chocolate cake
Stores in Bangalore

Progress bar
New

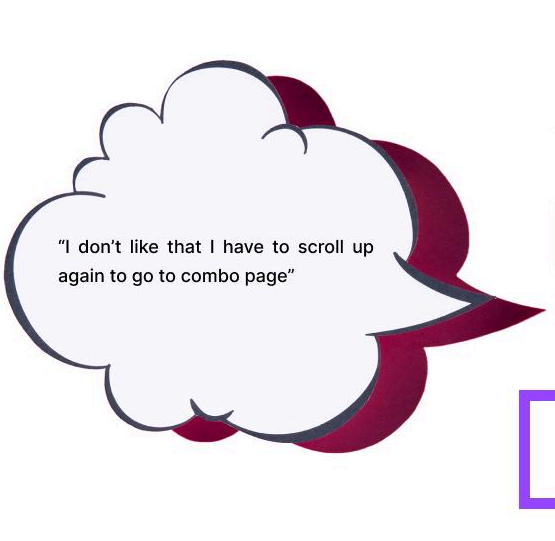

9:41
Search
Bangalore, India
Today's Special Cake
Customization
17%
5 steps left
Best cakes near the location

Key Findings 5

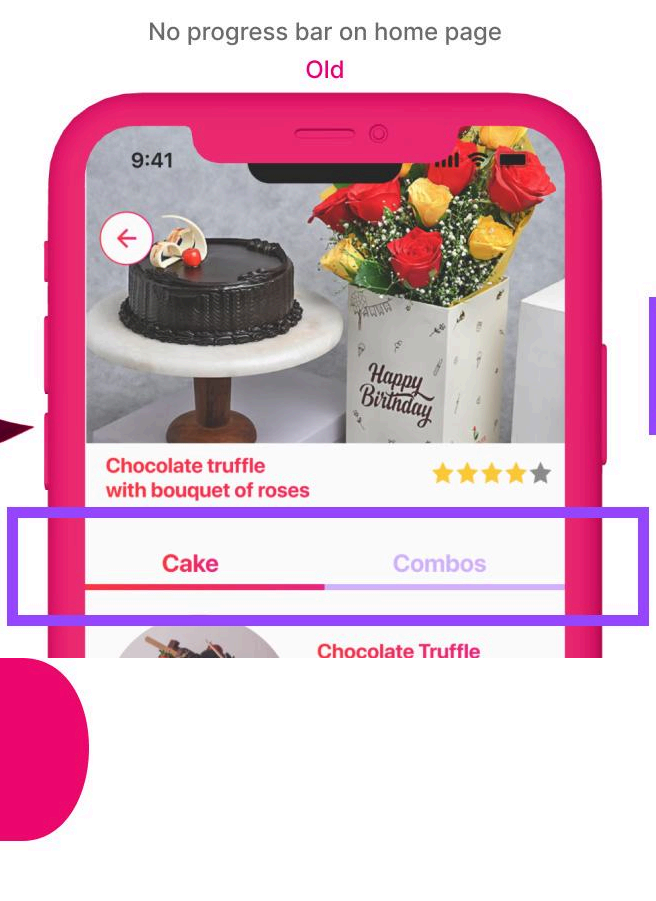
Users can't find the combo page initially

Participant Example : User has to scroll the whole page to select the combo.

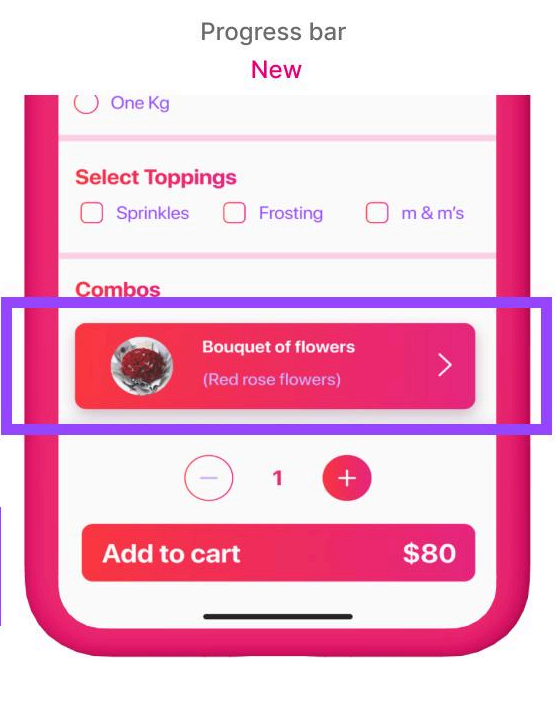
Solution: In the item info page- remove the navigation tab and add a combo button in the same page


"I don't like that I have to scroll up again to go to combo page"

No progress bar on home page
Old


9:41
Chocolate truffle with bouquet of roses
Cake
Combos
Chocolate Truffle

Progress bar
New


One Kg
Select Toppings
Sprinkles
Frosting
m & m's
Combos
Bouquet of flowers
(Red rose flowers)
1
Add to cart
$80

Next Steps

Additional features

Include a new review system so others in your vicinity may give your personalised cake a rating.

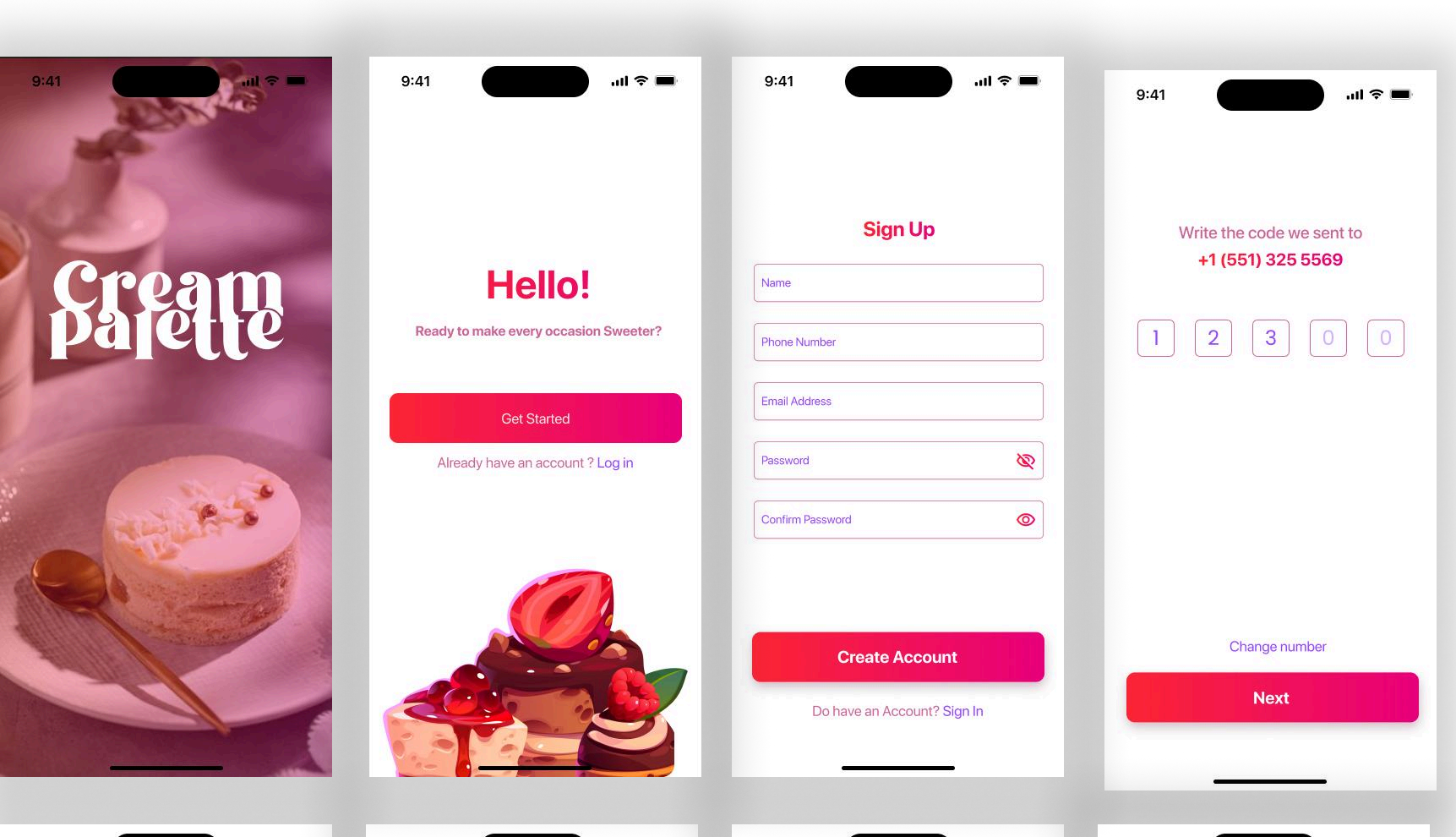
Further testing

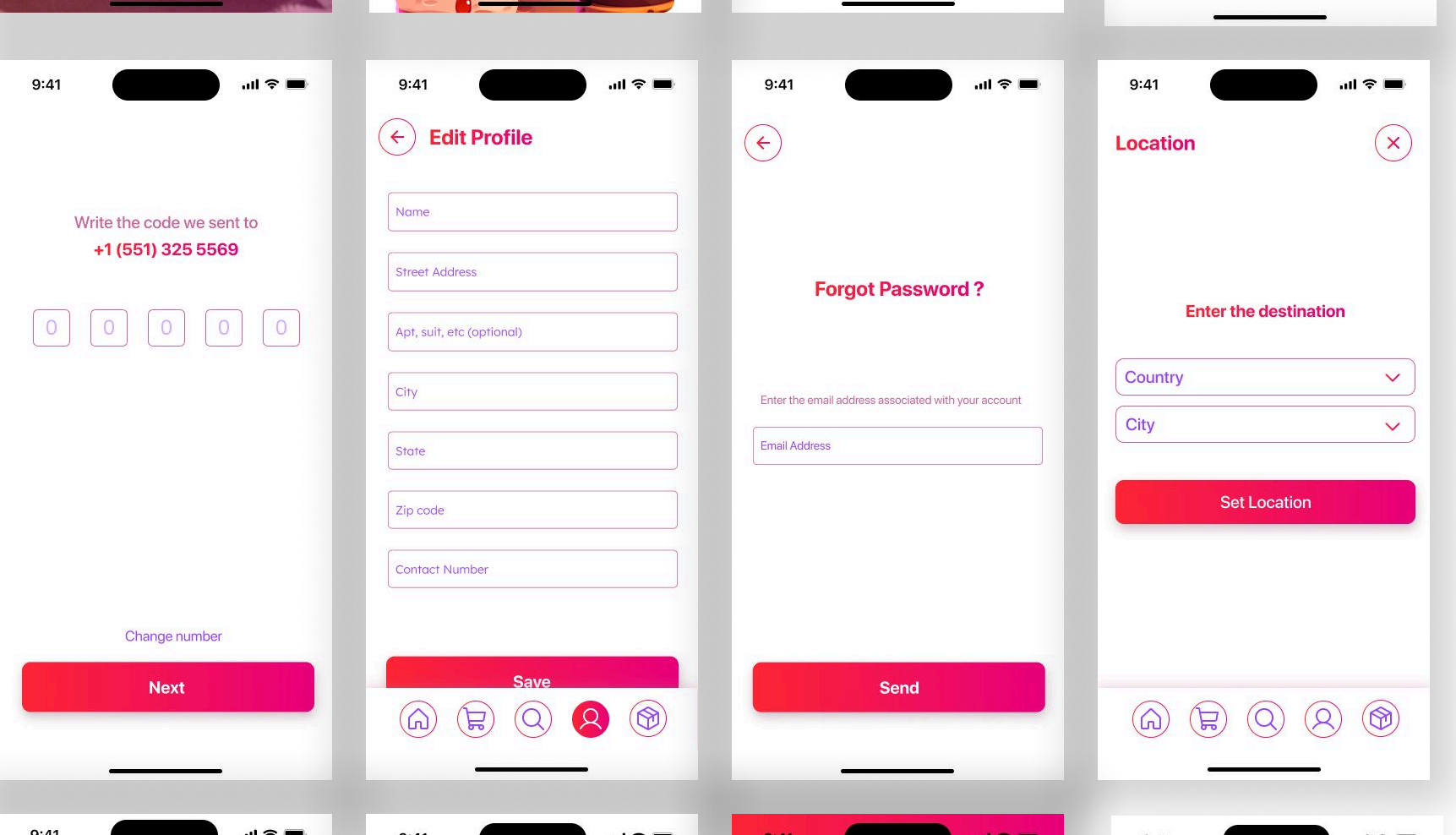
Conduct a second round of usability testing with 6 old participants and 6 new participants and send out a post interview survey

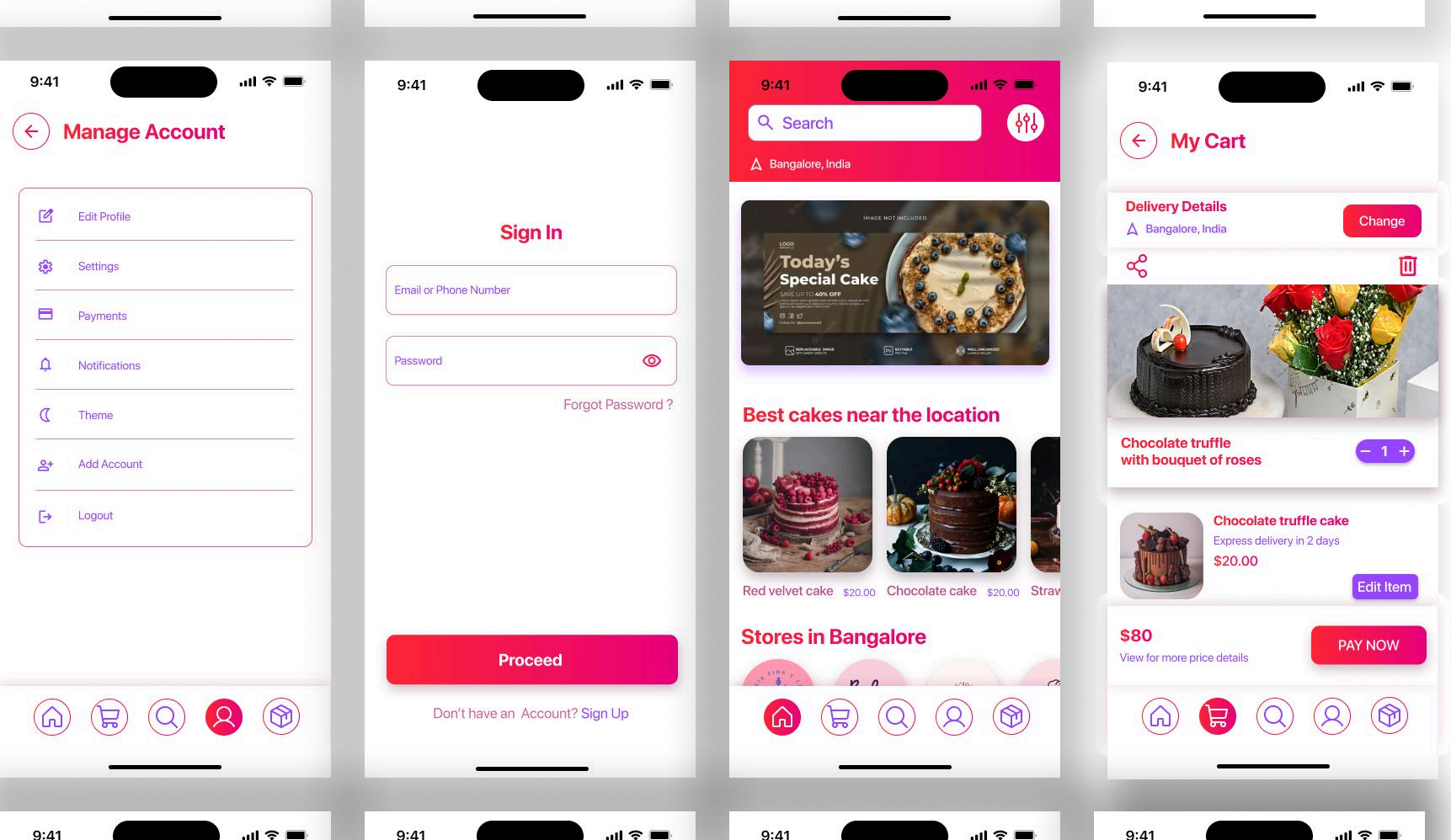
Iterations

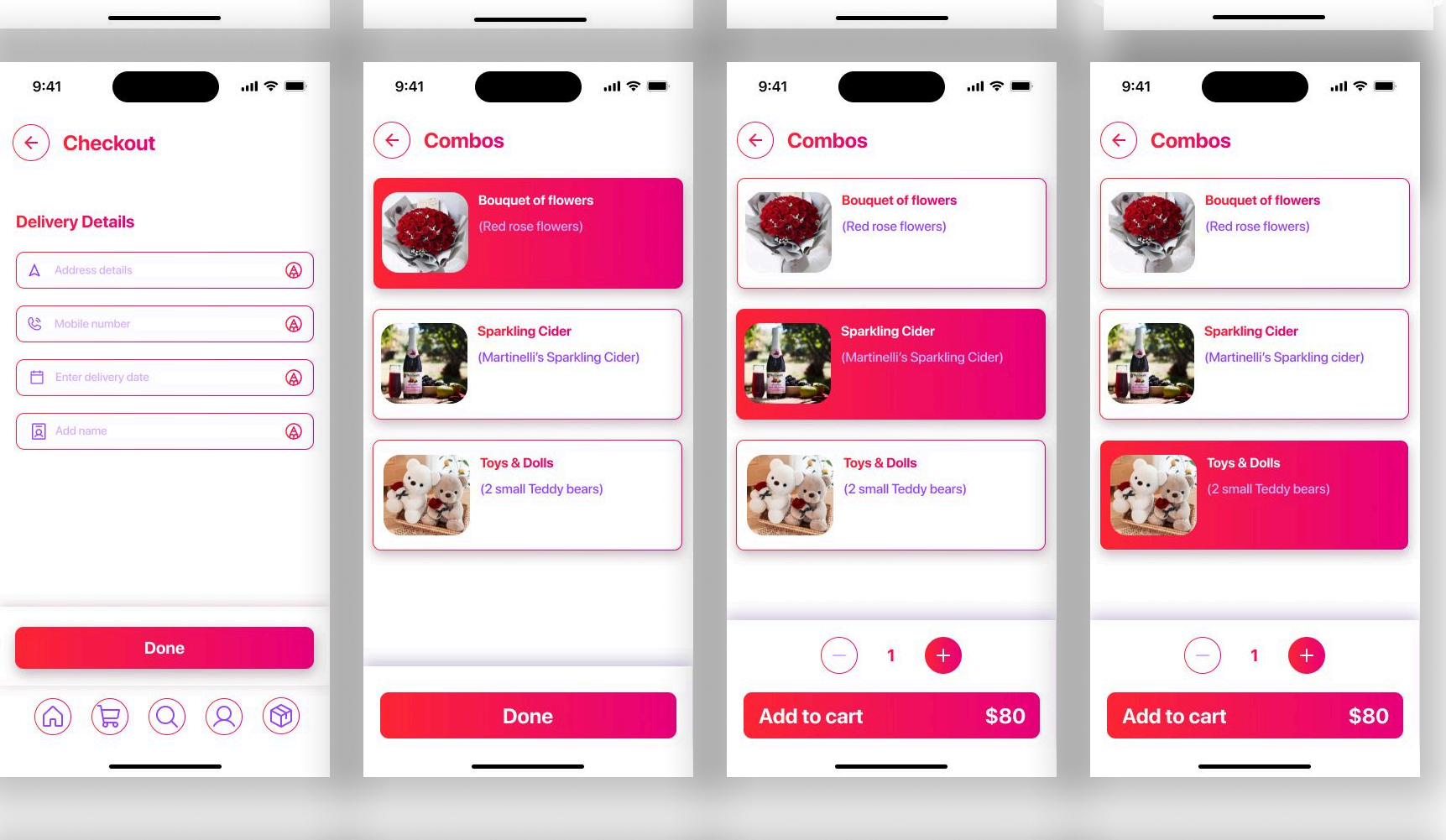
Continue to make design changes based on user feedback so that we can keep meeting their needs

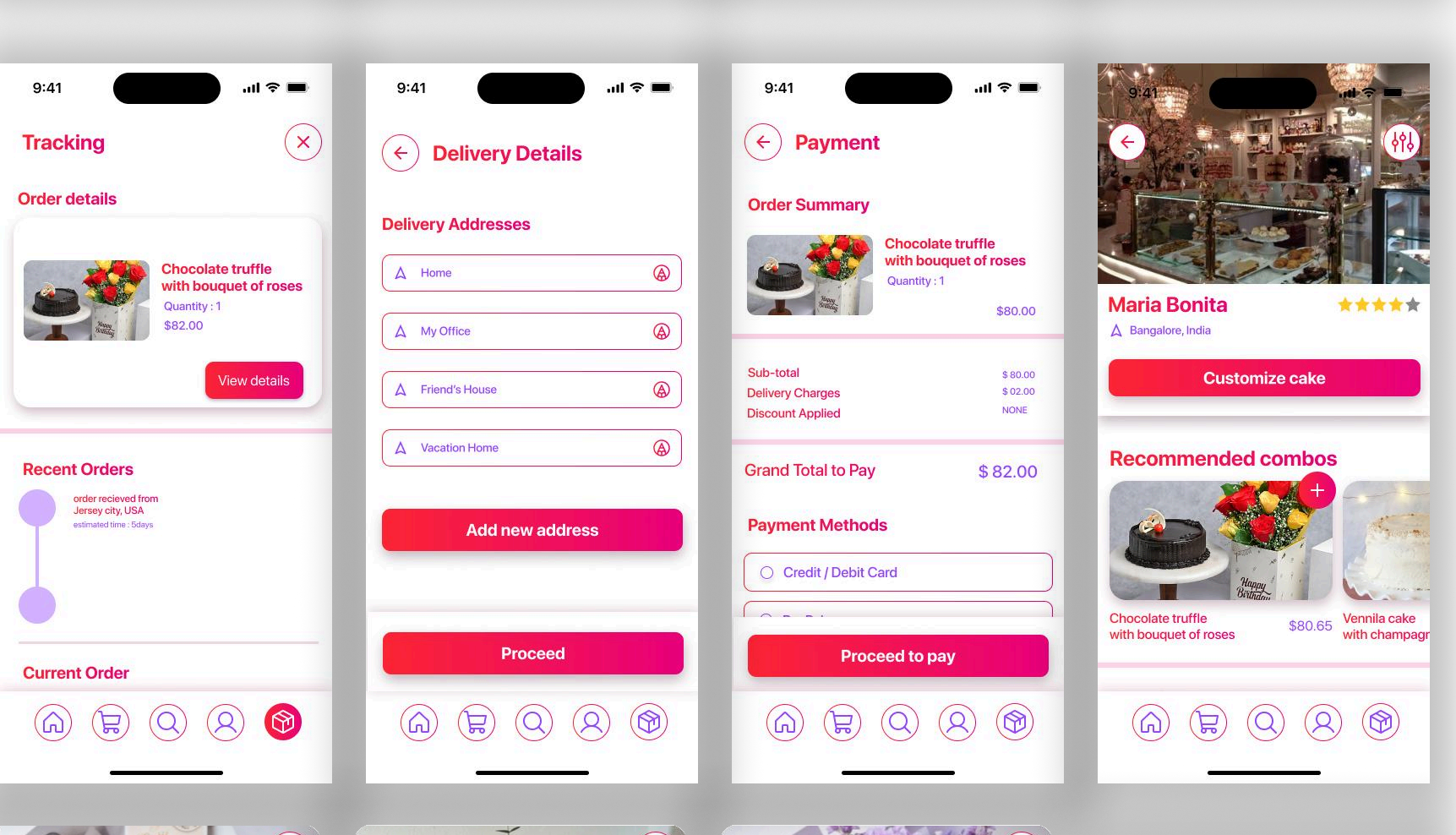
Design

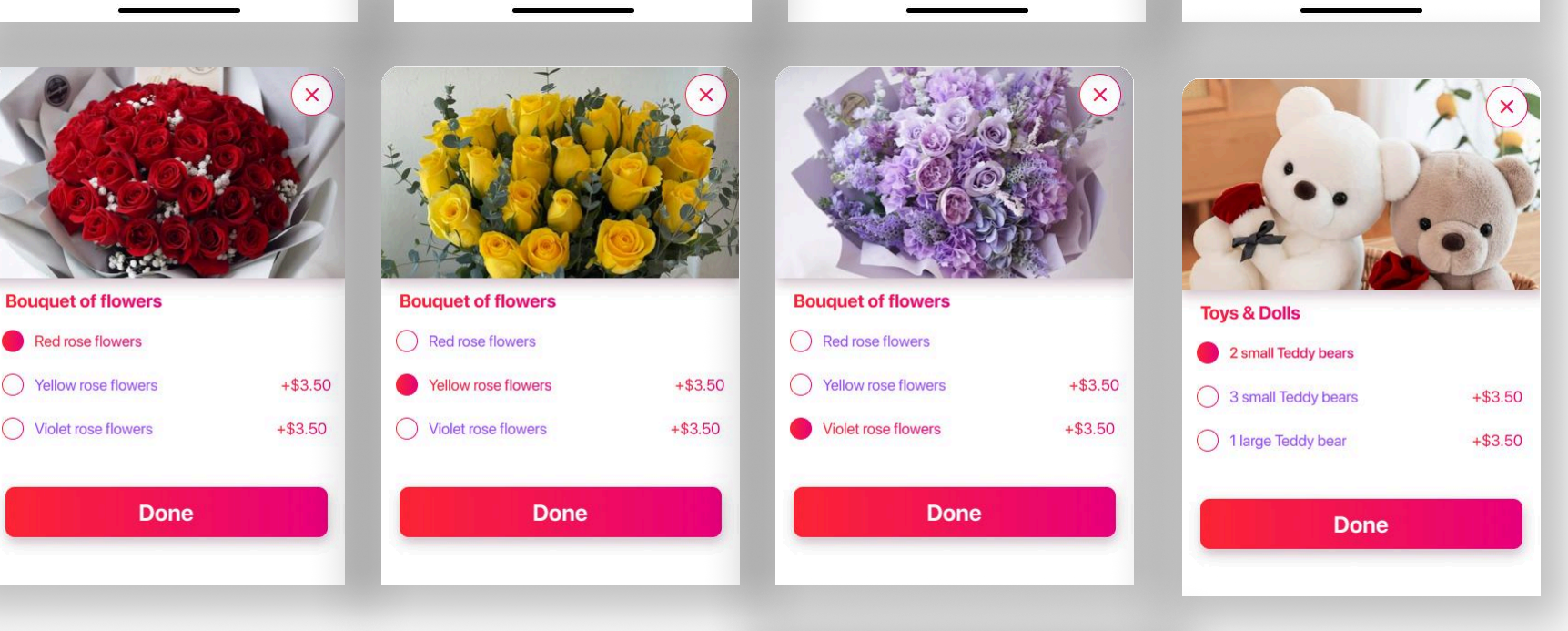

Cream Palette
Hello!
Ready to make every occasion Sweeter?
Get Started
Already have an account ? Log in
Sign Up
Name
Phone Number
Email Address
Password
Confirm Password
Create Account
Do have an Account? Sign In
Write the code we sent to
+1 (551) 325 5569
1 2 3 0 0
Change number
Next

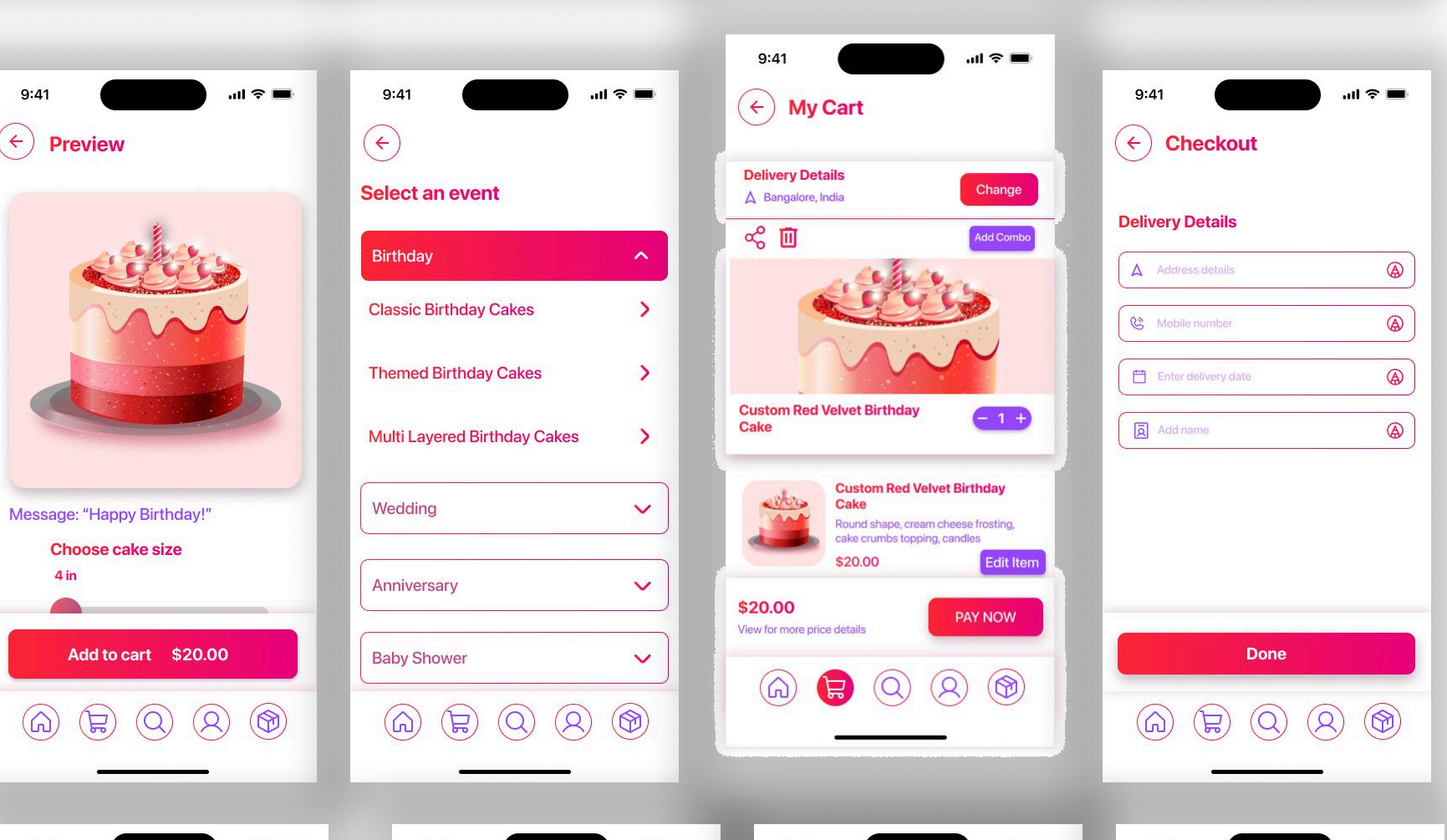

Write the code we sent to
+1 (551) 325 5569
Change number
Next
Edit Profile
Name
Street Address
Apt, suit, etc (optional)
City
State
Zip code
Contact Number
Save
Forgot Password ?
Enter the email address associated with your account
Email Address
Send
Location
Enter the destination
Country
City
Set Location

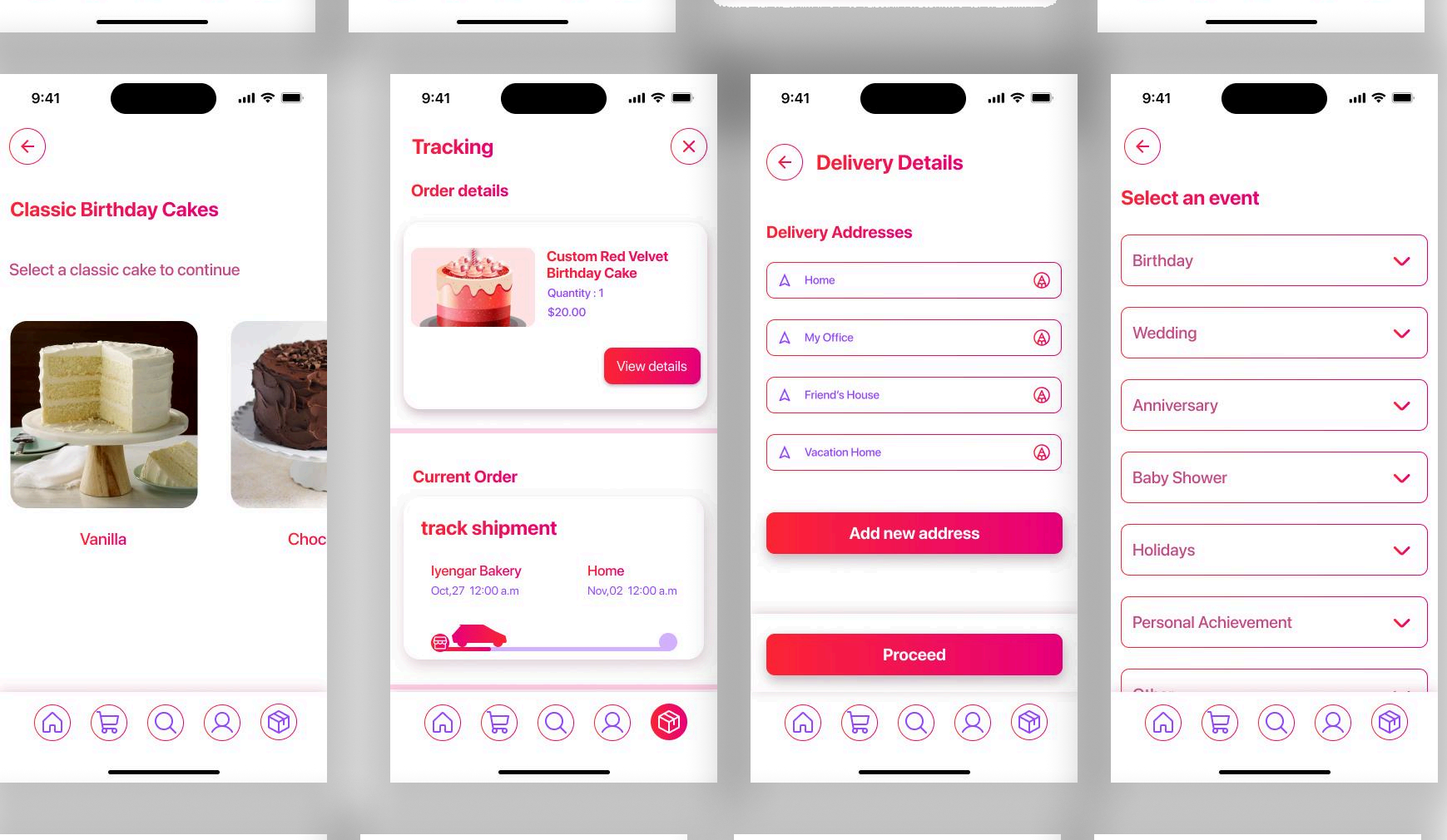

Manage Account
Edit Profile
Settings
Payments
Notifications
Theme
Add Account
Logout
Sign In
Email or Phone Number
Password
Forgot Password ?
Proceed
Don't have an Account? Sign Up
Search
Bangalore, India
Today's Special Cake
Best cakes near the location
Red velvet cake
Chocolate cake
Stores in Bangalore
My Cart
Delivery Details
Bangalore, India
Change
Chocolate truffle with bouquet of roses
Chocolate truffle cake
Express delivery in 2 days
$20.00
Edit Item
$80
View for more price details
PAY NOW

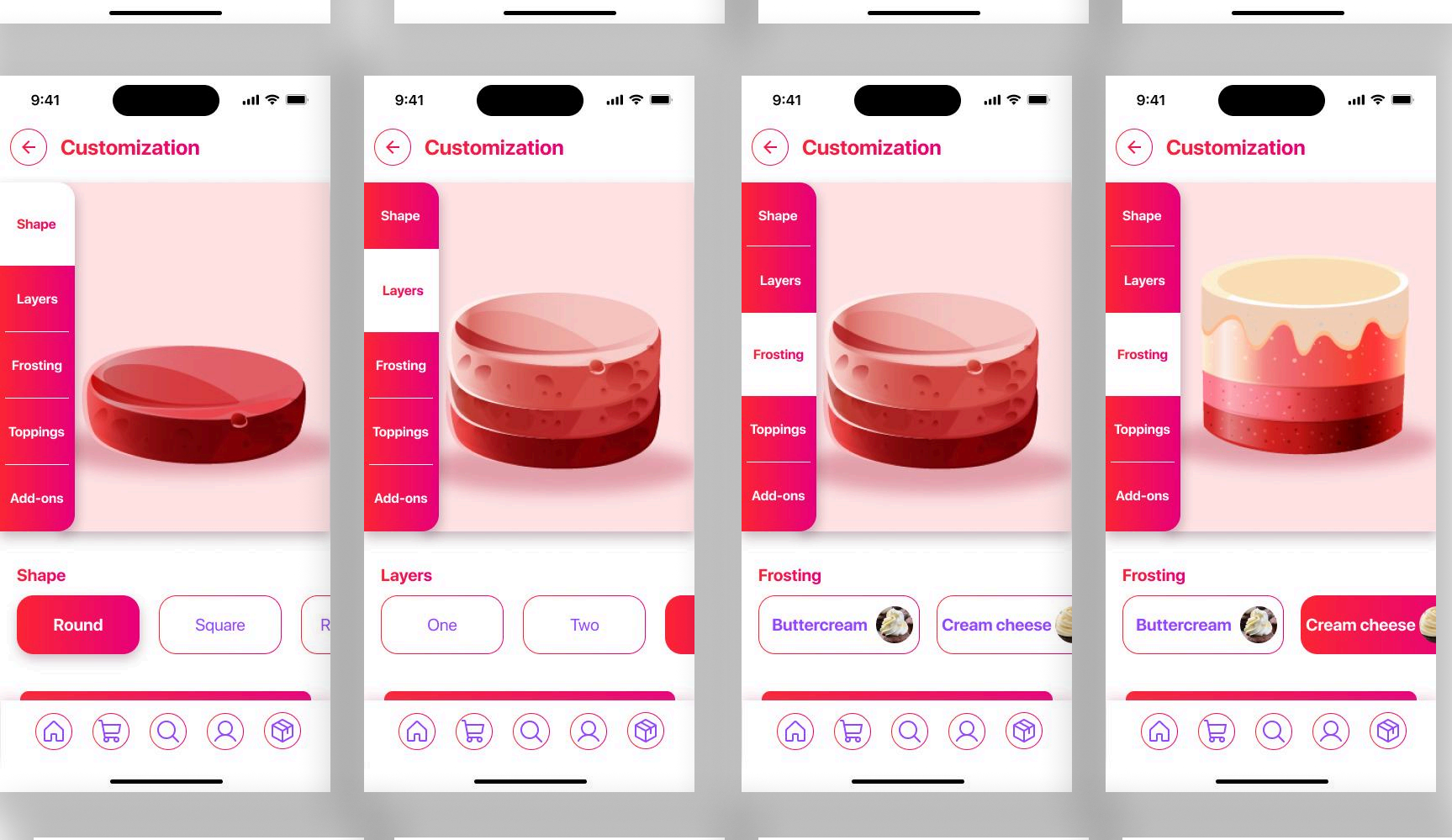

Checkout
Delivery Details
Address details
Mobile number
Enter delivery date
Add name
Done
Combos
Bouquet of flowers
(Red rose flowers)
Sparkling Cider
(Martinelli's Sparkling Cider)
Toys & Dolls
(2 small Teddy bears)
Done
Add to cart
$80

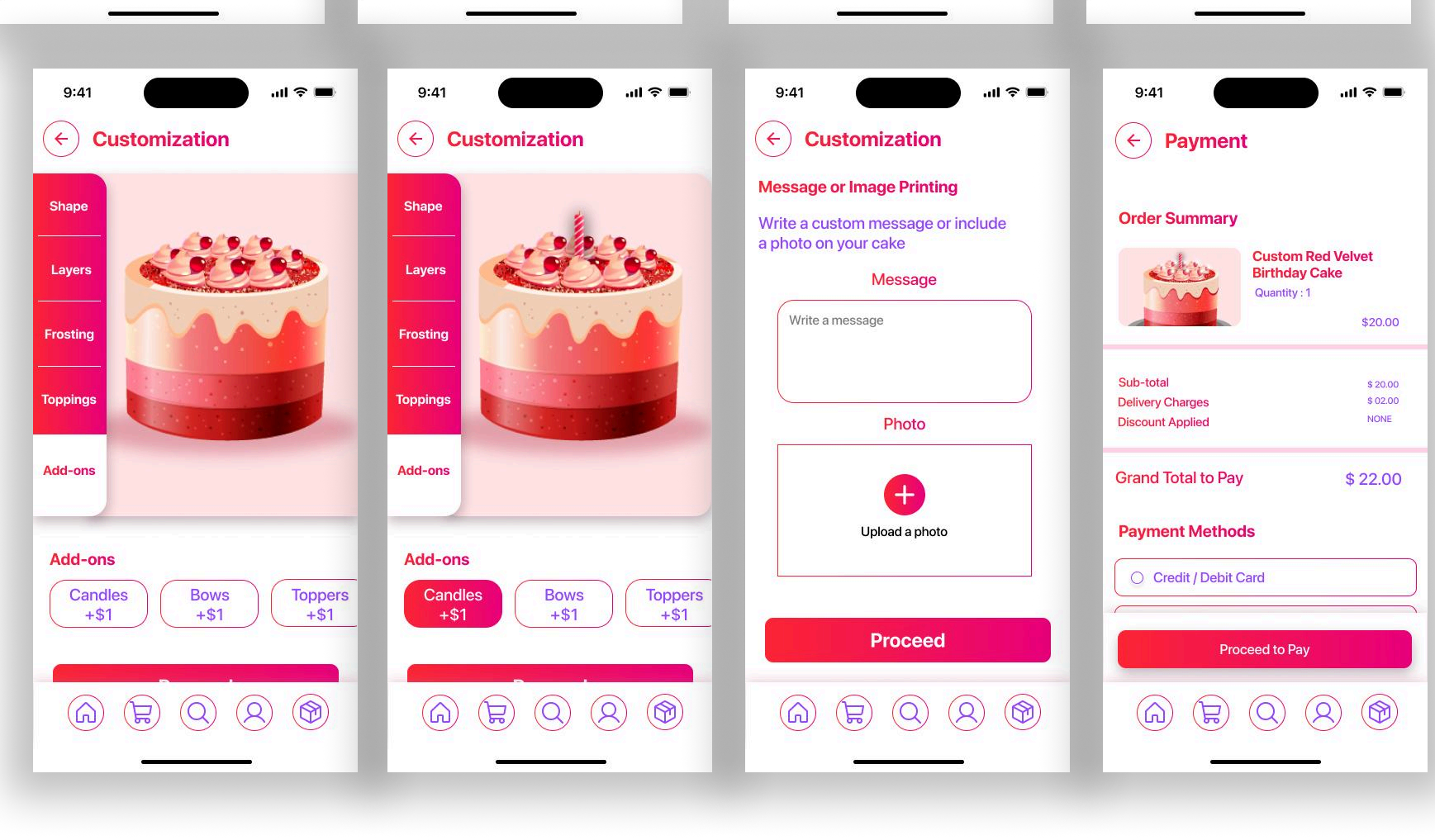

Tracking
Order details
Chocolate truffle with bouquet of roses
Quantity : 1
$82.00
View details
Recent Orders
order recieved from Jersey city, USA
Current Order
Delivery Details
Delivery Addresses
Home
My Office
Friend's House
Vacation Home
Add new address
Proceed
Payment
Order Summary
Chocolate truffle with bouquet of roses
Quantity : 1
$80.00
Sub-total
Delivery Charges
Discount Applied
Grand Total to Pay
$ 82.00
Payment Methods
Credit / Debit Card
Proceed to pay
Maria Bonita
Bangalore, India
Customize cake
Recommended combos
Chocolate truffle with bouquet of roses
$80.65
Vennila cake with champagne


Bouquet of flowers
Red rose flowers
Yellow rose flowers +$3.50
Violet rose flowers +$3.50
Done
Toys & Dolls
2 small Teddy bears
3 small Teddy bears +$3.50
1 large Teddy bear +$3.50
Done


Preview
Message: "Happy Birthday!"
Choose cake size
4 in
Add to cart $20.00
Select an event
Birthday
Classic Birthday Cakes
Themed Birthday Cakes
Multi Layered Birthday Cakes
Wedding
Anniversary
Baby Shower
My Cart
Delivery Details
Bangalore, India
Change
Add Combo
Custom Red Velvet Birthday Cake
Round shape, cream cheese frosting, cake crumbs topping, candles
$20.00
Edit Item
PAY NOW
Checkout
Delivery Details
Done


Classic Birthday Cakes
Select a classic cake to continue
Vanilla
Tracking
Order details
Custom Red Velvet Birthday Cake
Quantity : 1
$20.00
View details
Current Order
track shipment
Iyengar Bakery
Oct,27 12:00 a.m
Home
Nov,02 12:00 a.m
Delivery Details
Delivery Addresses
Home
My Office
Friend's House
Vacation Home
Add new address
Proceed
Select an event
Birthday
Wedding
Anniversary
Baby Shower
Holidays
Personal Achievement


Customization
Shape
Layers
Frosting
Toppings
Add-ons
Shape
Round
Square
Layers
One
Two
Frosting
Buttercream
Cream cheese


Customization
Add-ons
Candles +$1
Bows +$1
Toppers +$1
Message or Image Printing
Write a custom message or include a photo on your cake
Message
Write a message
Photo
Upload a photo
Proceed
Payment
Order Summary
Custom Red Velvet Birthday Cake
Quantity : 1
$20.00
Sub-total
Delivery Charges
Discount Applied
Grand Total to Pay
$ 22.00
Payment Methods
Credit / Debit Card
Proceed to Pay