

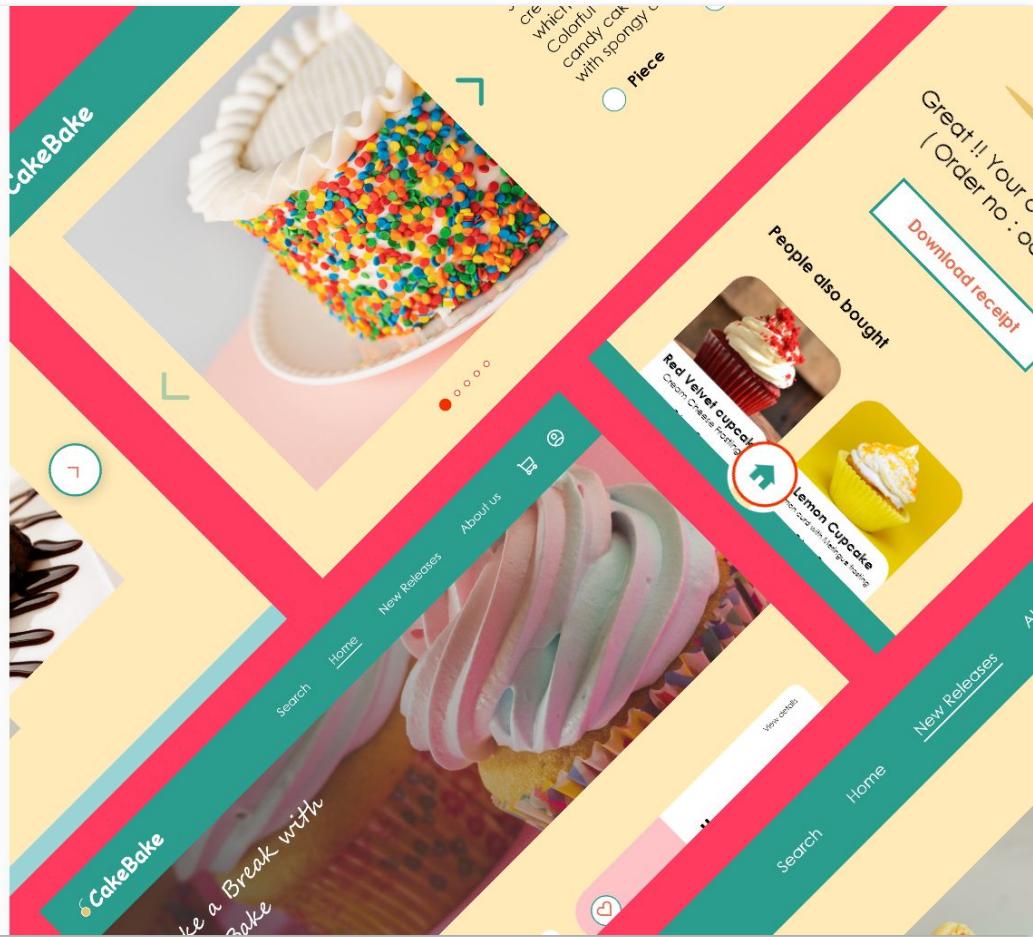
# Bakery website to book a Cake

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Sadhana.S

PROJECT 2

# CakeBake



# Project overview



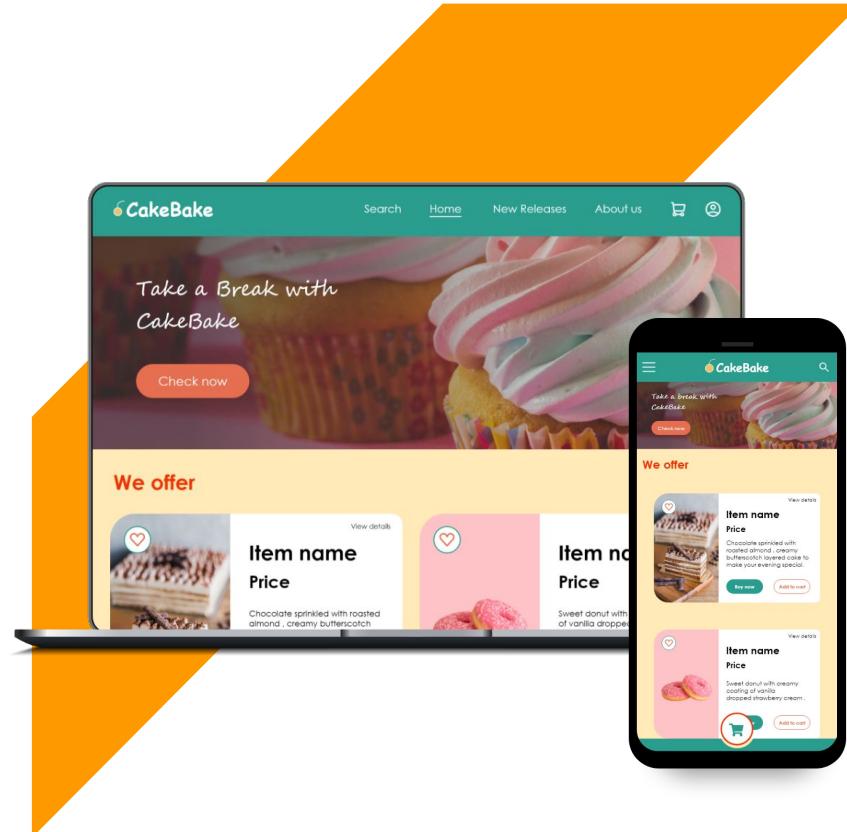
## The product:

**CakeBake** is an imaginary website that was created to help users to book an order and receive them at the preferred time slot. This website strives to provide the best user flow to help the users have an overwhelming experience with the website under any age groups.



## Project duration:

September 2021 to October 2021



# Project overview



## The problem:

Users have to go to the bakery to order their favorite cakes and sometimes misses them due to unavailability of the items.



## The goal:

Providing a website that helps the users to customize and pre book their favorite items from the bakery in an easy and engaging manner.

# Project overview



## My role:

UX researcher , UI/UX designer



## Responsibilities:

- Interviewing users
- Paper and digital wireframes
- Low-fi and Hi-fi prototyping
- Usability studies
- Checking accessibility conditions
- Design iteration

# Understanding the user

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

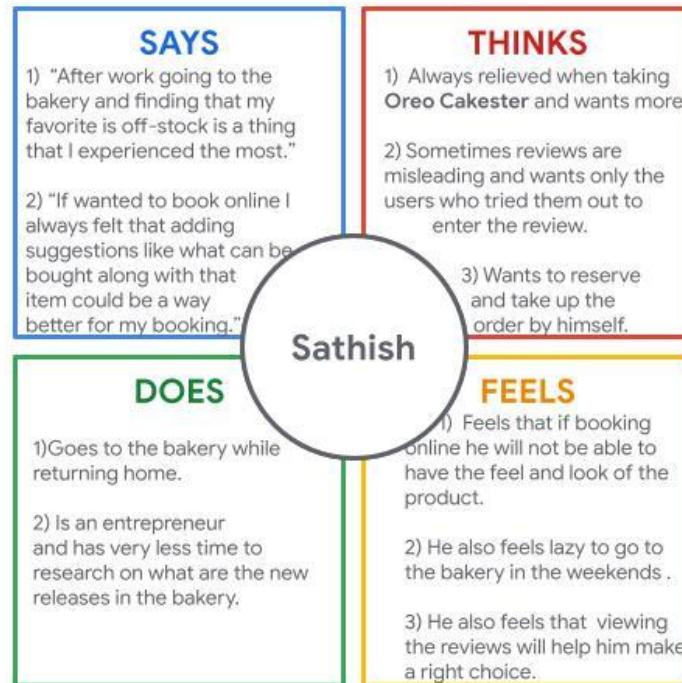
# User research: summary



I conducted user interviews with students and working adults and created an empathy map. Then I was able to understand that users wanted a more engaging way to book their items. They expressed that they quit online booking for small orders considering the delivery charges.

The users felt that pre-booking the order alongside with allowing the users themselves to collect the items has to be provided. The research also helped to know that users find it more helpful if some suggestions are provided for making an order.

# Empathy map 1



# Empathy map 2



# User research: pain points

1

## Availability

Users have to travel to the bakery and once they find that the item they want is not available or off-stock they feel frustrated.

2

## Pick up

At times of making small orders users are not given an option to pick them up by themselves instead they have to provide delivery charges for it to be delivered at home.

3

## Suggestions

Sometimes users are felt lost by seeing a huge list. So they wanted to have some suggestions and reviews regarding the items.

4

## Customization

Users wanted to customize their order by adding their favorite toppings.

# Persona: Sid

## Problem statement:

Sid is a busy college student who needs to customize his orders and select a preferred delivery time slot because he wanted to enjoy the cake with his favorite toppings and to receive them when he is at home.



SID

Age: 19

Education: B.com

Hometown: Palakkad , Kerala

Family: Mom , puppy-Bruno

Occupation: Student

*"It's always nice to pre-order so that I needn't worry if my favorite is available or not!"*

### Goals

- Hangout with friends at times of their b'days to the bakery.
- Wants to customise the cake with his favorite gems and chips.

### Frustrations

- "I always feel frustrated to wait in the que for payment and ordering."
- "Unavailability of my favorite cakes is something that makes me feel frustrated after waiting so long."

Sid is a student living with his mom and puppy Bruno and currently doing B.Com. He has got a lot of friends and goes out to the bakery to try new arrivals. But they have to wait long and finally conclude with buying the ones they already tried. He feels that different types or new ones must be suggested and allowed for a pre-order. He also tried to reach the bakery through phone but was in vain. He feels that website will be a better option to order. He wants customisation so that he could add his favorite to his cake to make it more special. He also wants to set up his friends and mom's b'day and get a notification prior so that he could book one in a preferred time slot.

# Persona: Shri

## Problem statement:

Shri is a software engineer who needs to pre book and collect the order by herself because she doesn't want to miss out her favorite and wants to pick it up by herself on her way from work to home.



SHRI

**Age:** 26  
**Education:** B.E. IT  
**Hometown:** Coimbatore, Tamil Nadu  
**Family:** Dad  
**Occupation:** Software Engineer

*"In my busy schedule I always felt that getting some suggestions from a single place will help me explore new cakes & donuts"*

### Goals

- Goes to the bakery while returning home.
- Wants to reserve the items in the bakery and take up the order by herself.
- Wants to read the reviews to buy the product.

### Frustrations

- "After work going to the bakery and finding that my favorite is off-stock is a thing that I experienced the most."
- "If wanted to book online I always felt that adding suggestions like what can be bought along with that item could be a way better for my booking."

Shri is working as a Software engineer and lives with her dad at Coimbatore. Having a tight schedule Shri if comes late to the bakery finds that her favorite ones have already been bought. She wants this feature to book her favorites and collect it by herself when she is from work.

Shri is an explorer and wants to try out different ones from the bakery but finds difficult to receive suggestions and feels that the website must provide one. Shri also wants check out the reviews but sometimes it's misleading. She wants only the users who tried out the ones to write reviews.

# User journey map

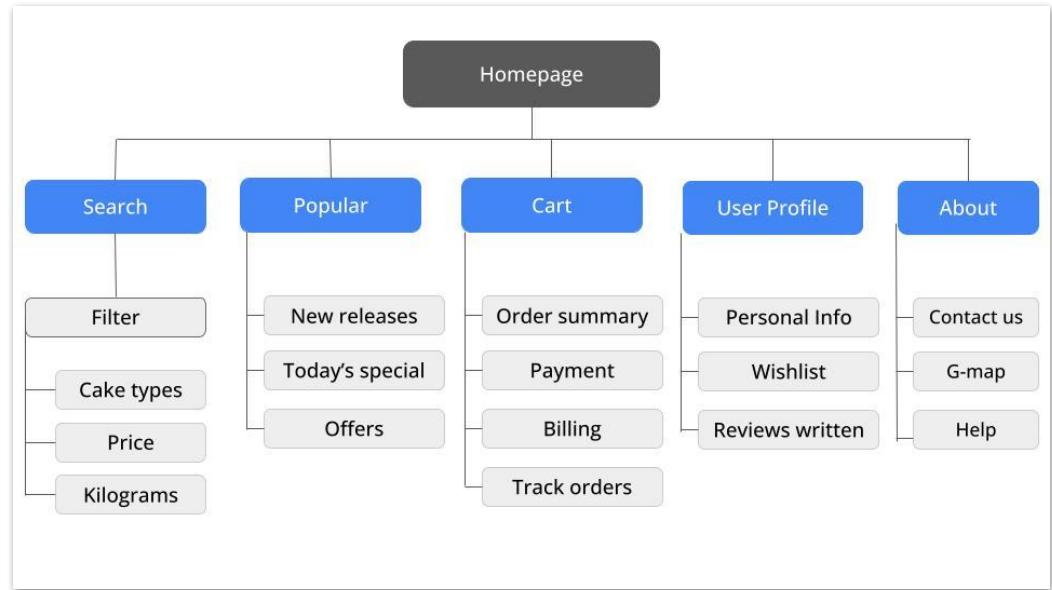
I mapped out the user journey of the persona Sid to find the user flow and the difficulties or improvement opportunities that were expressed , to bring a more better and useful website.

Persona: Sid		Goal: Wants to customise the cake , pre-book and add his preferred time slot.				
ACTION	Enter the website	Browse the items	Selecting an item	Customises the item	Pick-up and Payment	
<b>TASK LIST</b>	A. Goes to the website.  B. Asked for login and selects the special dates in the calendar.  C. Enters personal details for delivery(address).	A. Browses the items in the website's menu.	A. Clicks on the image of the item.  B. Selects egg/eggless.  C. Selects the weight and types out the description / message on cake.	A. Select the toppings for the cake.  B. Select the candle to be placed on it.  C. Adds the item to cart.	A. Select the date ,time and mode of delivery.  B. Select the payment mode.	
<b>FEELING ADJECTIVE</b>	A. Curious to find new arrivals.  B. Feels insecure to give the home address.	A. Confused on what to select from the long list of items	A. Excited and happy to see both egg and eggless option.  B. Confused as to what the message has to be on the cake.	A. Confused as to how many candies will be added as toppings to the cake.	A. Happy to select the preferred time.  B. Unhappy because the user don't know what will go well with the product.	
<b>IMPROVEMENT OPPORTUNITIES</b>	A. Invite the users with Today's special section.  B. Ask the address of the users only at the point of delivery assuring them that the info will not be used elsewhere.	A. Can provide chips or navigation between items or filter options so that users needn't scroll long to find or choose one.	A. Provide suggestions based on how other users want the message to be on the cake.	A. Will allow to users to specify the numbers (specifying min & max) for toppings like candies, sugar-flowers etc..	A. Provide suggestions as to what can be bought along with the ones ordered based on other users.	



# Sitemap

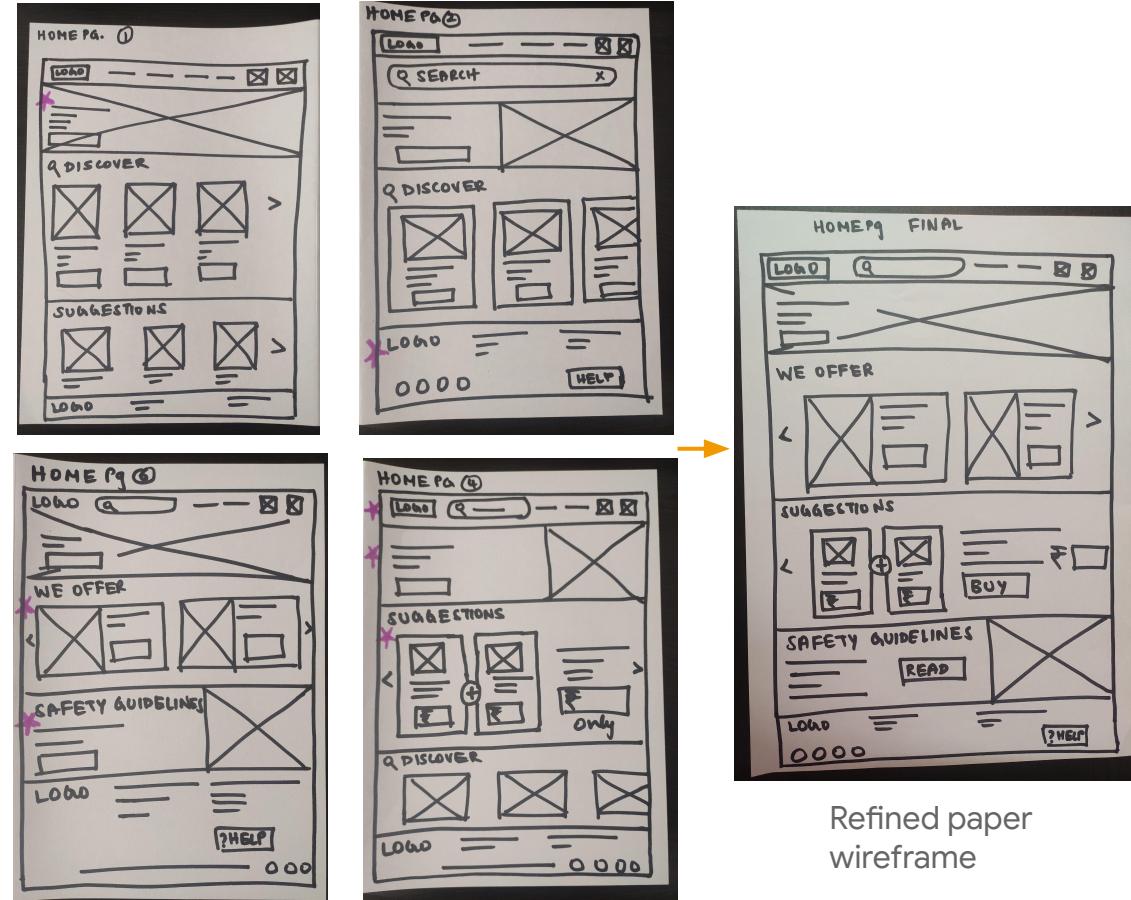
Navigation helps the users to have a better usage of the website. Thus a more precise and clear Information Architecture was developed to make the website experience for the users more easy and engaging.



# Paper wireframes

Next I created several paper wireframes for individual pages . Creating various screen variations helped me in discovering and coming up with better solutions to the user problems.

These images show the different screens for the Homepage and the better options from each screen was selected and compiled in the final design.

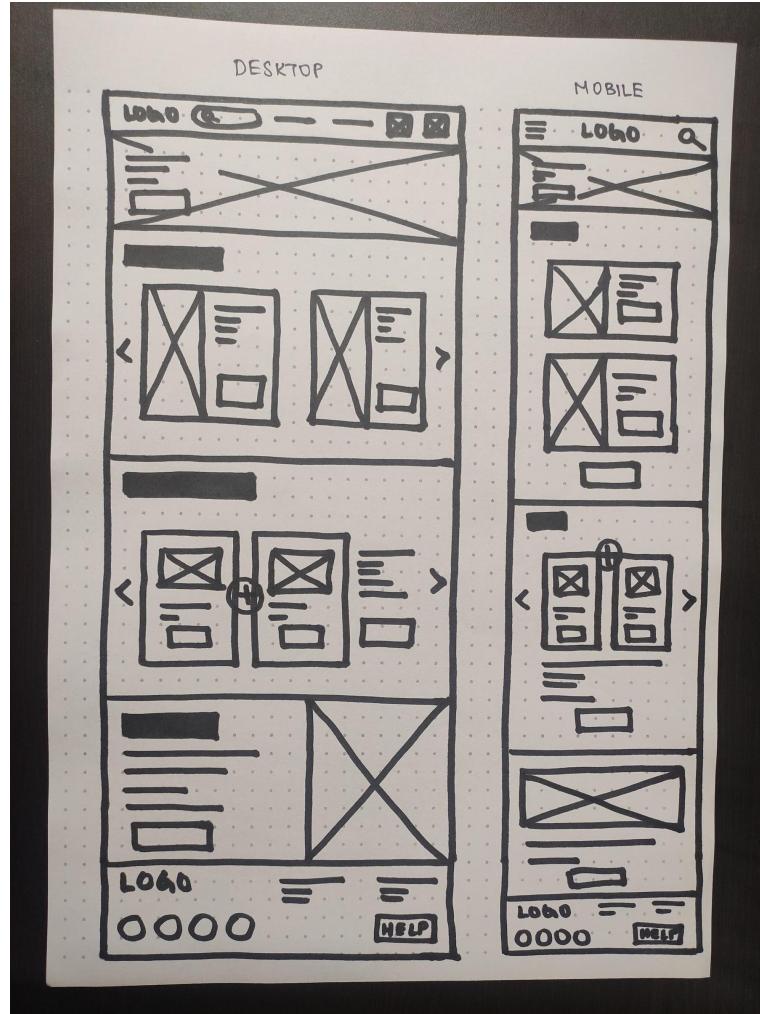


Stars were used to select the sections that are to be used in the digital wireframes

Refined paper wireframe

# Paper wireframe screen size variation(s)

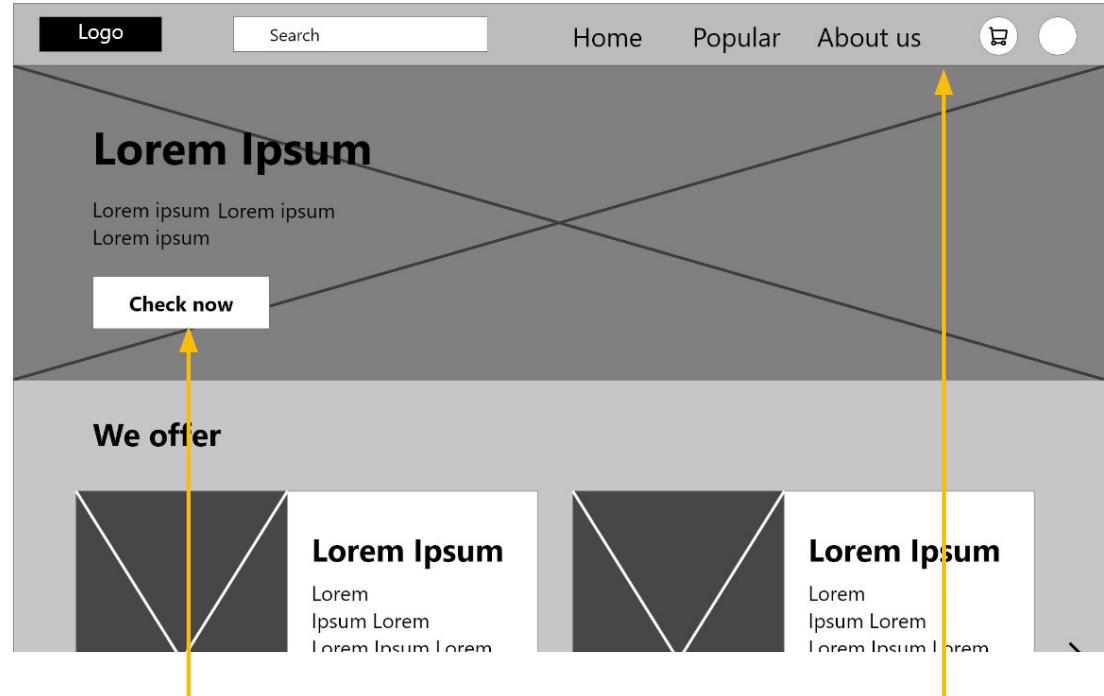
This Bakery website is going to be a responsive site helping the users to access the site from any device. Thus considering them I designed paper wireframes for Mobile version also.



# Digital wireframes

Next I moved from paper to digital wireframes. Creating them helped in coming up with a clear way to place the buttons and understanding the user experience.

Prioritizing the placement of text holders , buttons , images etc., was considered as a key part in designing them.

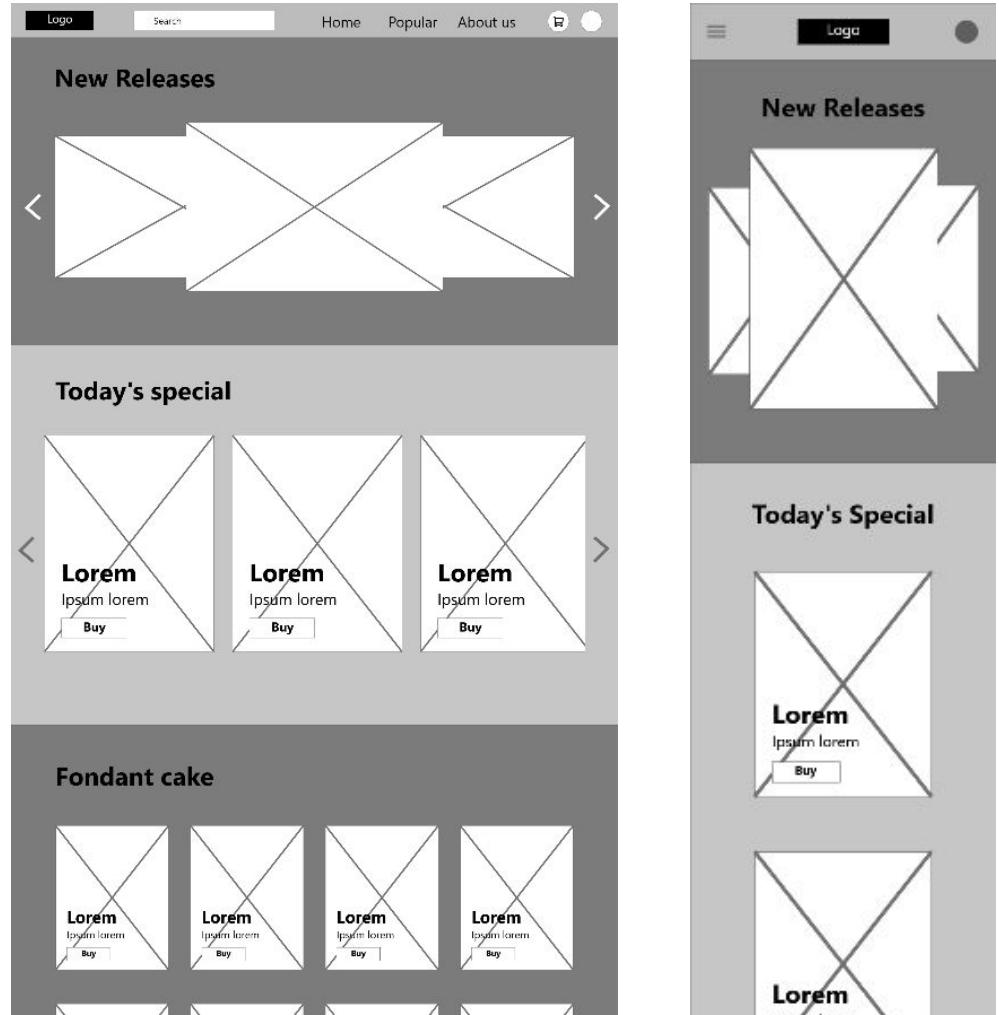


This button takes the user easily to the fresh arrivals at the bakery.

The nav bar helps the user navigate easily .

# Digital wireframe screen size variation(s)

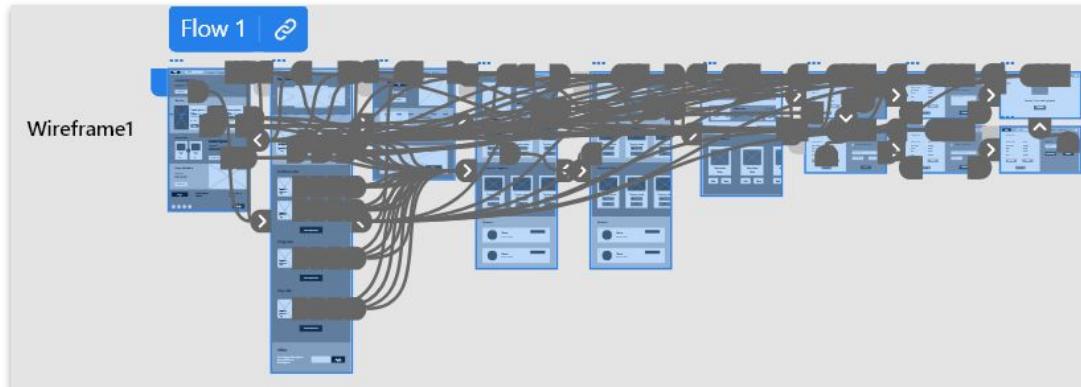
The placement of images, buttons, text varies in different screen sizes. Thus considering that digital wireframes for mobile version was also created.



# Low-fidelity prototype

The screens were arranged and connected based on the user flow of customizing and booking a cake.

This flow is going to be tested with the users for the first usability study.



View [CakeBake's low-fidelity prototype](#)

# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

India , remote



## Participants:

4 participants



## Length:

15-25 minutes

# Affinity Mapping

	Nav bar	Toppings	Cart	Checkout	Suggestions
Sadh	"Nice but I can't search anything..."	"Where should I go? Doesn't seem like I will find it" Participant didn't find where the topping section is.	"I've got this one! the button were right there"	Proceed individual button not working	I hope it will be nice if the wishlistng is available
Suresh	"What is the last one in the nav... It doesn't work and I don't know what that function is actually..."	Nice to have the customization option...	"It takes me to the cart directly but... It will be more nice if the cart alone shows a pop-up so that I can add few from the list and check them later"	"Nice on seeing the confirmation"	It will be nice if the calendar arrives to select the date and to set the remainder so that myself nor the bakery doesn't forget to pick-up or make one.
Subha	"This is simple but what is popular_cakes , order now or... Can that name be changed?"	"I don't know where the toppings are until scrolling..I can't be scrolling to find one ....Should be more prominent."	Add to cart : "This is straightforward!"	"The end was more smoothly than I thought..But the details when clicked shows nothing.."	It will be nice if the video is provided to showcase the cake.
Sujaaya	"What's a nav..." "It will be nice if the details regarding the replacement or faq's are present but I don't have any clues regarding what a nav is..?"	"I came to know that toppings section is present only upon scrolling.. It would be nice if that is mentioned above."	Add to cart : "This was easy and simple."	Proceed to checkout: "Seem to have spotted them right"	Details regarding replacement if available and if FAQ's are present it will be more helpful.

# Usability study: findings

The main findings from the usability study were :

1

## Toppings section

Users weren't able to see the toppings section and went to checkout without knowing about that section.

2

## Individual Proceed

Users were unable to proceed with individual items in the cart.

3

## Details of order

Users wanted to see the details of their order for reference.

4

## Nav naming

Users had difficulty in understanding the Popular section naming.

## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

After conducting the usability study I made changes to the quantity section where users could easily add or reduce the toppings using '+' and '-' buttons.

Before usability study 1

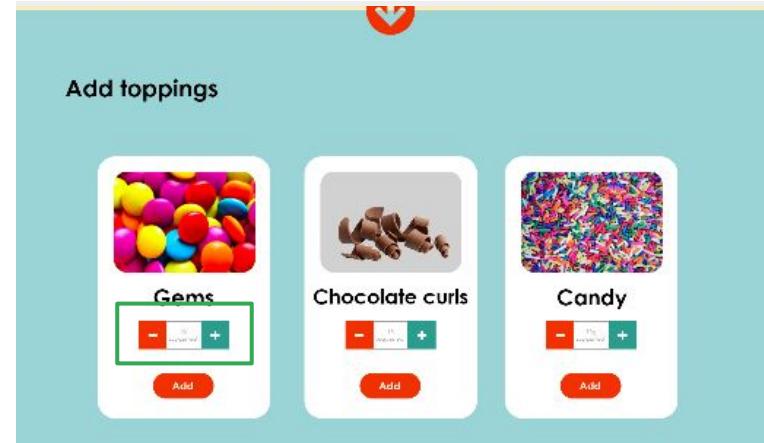
Add Toppings

Topping name  
Qty  
ADD

Topping name  
Qty  
ADD

Topping nam  
Qty  
ADD

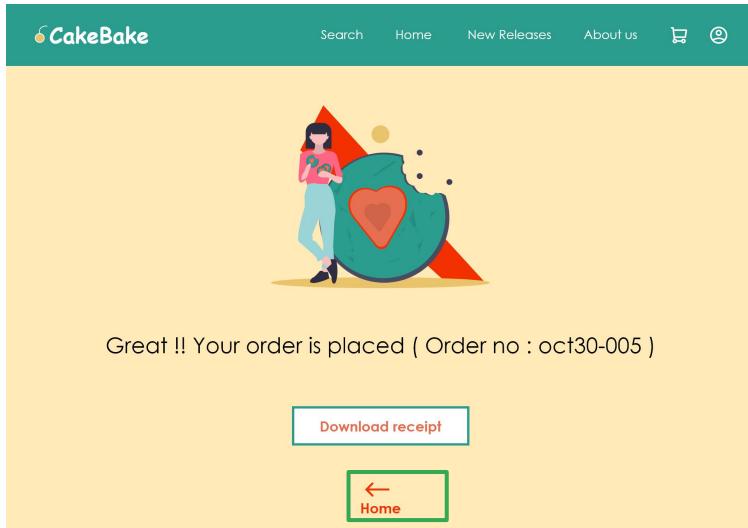
After usability study 1



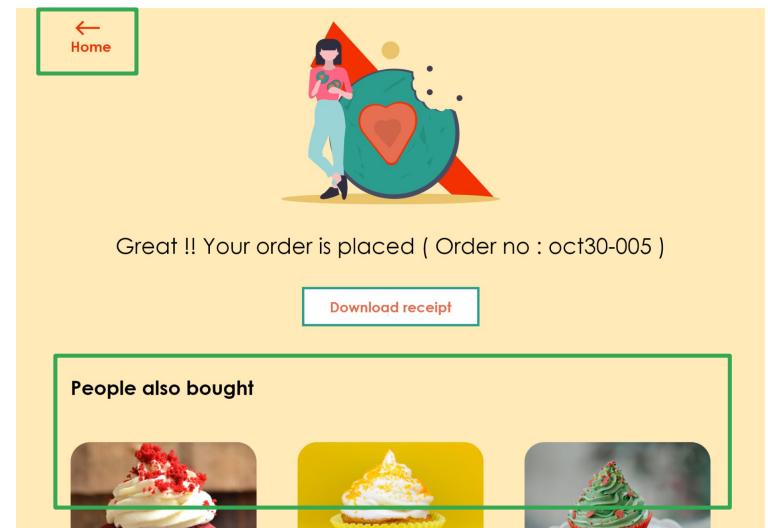
# Mockups

After usability study I added the 'home' button to the top left corner and added the 'People also bought' section below to help the users get some ideas to buy more based on their orders.

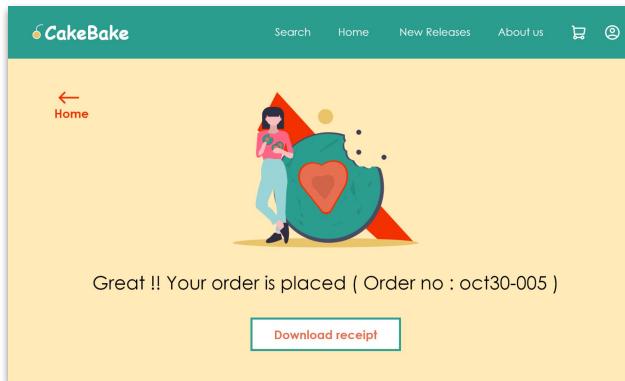
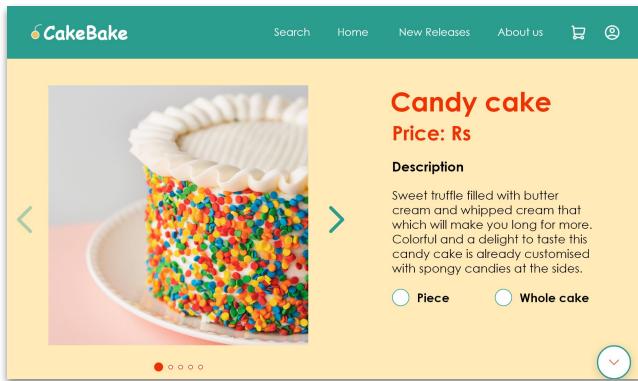
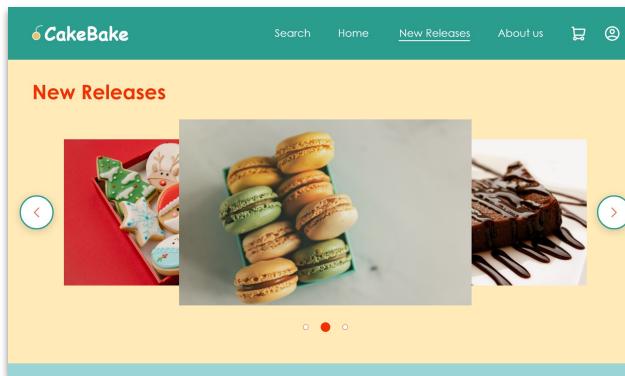
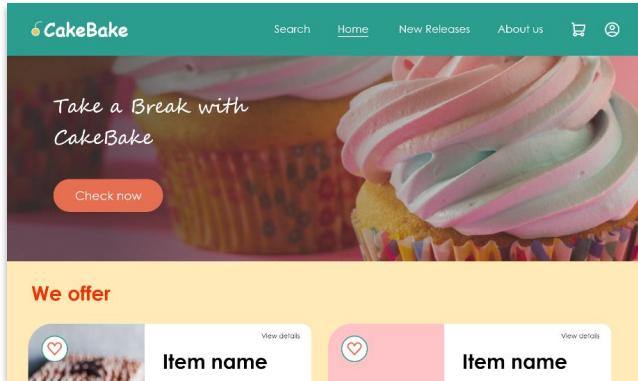
Before usability study 2



After usability study 2



# Mockups: Original screen size



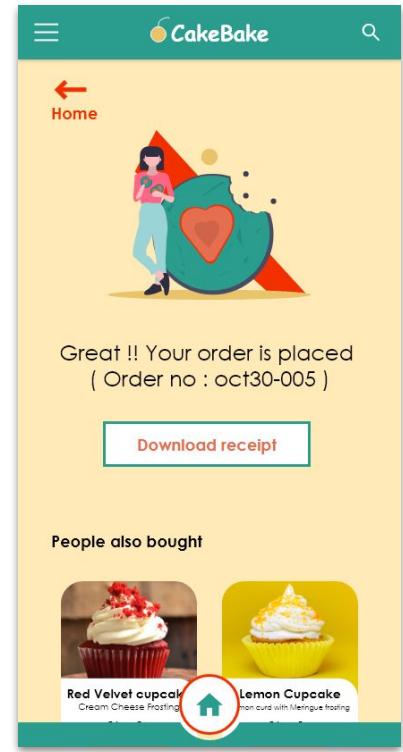
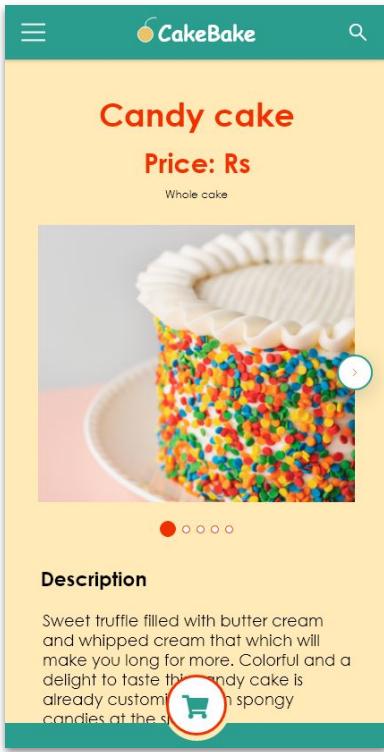
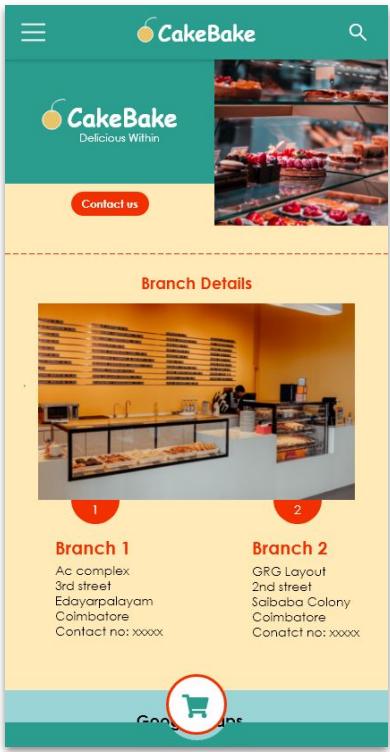
# Mockups: Screen size variations

Considering the screen size variations the designs were created for both mobile and larger screens. Since users use multiple devices to look on into a website these designs were created. While doing so the placement of buttons , images and text fields were varied according to the space and understanding the user experience with that particular device.

The image displays three versions of the CakeBake website's home page, illustrating how the design adapts to different screen sizes. The top version is a mobile view, the middle is a tablet view, and the bottom is a desktop view. Each view shows a different layout of products, promotional offers, and safety measures.

- Mobile View:** Shows a large image of a cupcake with pink frosting at the top. Below it is a section titled "We offer" featuring two items: "Item name" and "Item name". Each item has a small image, a title, a price, and two buttons: "Buy now" and "Add to cart".
- Tablet View:** Shows a similar layout to the mobile view but with more horizontal space. It includes a "Suggestions" section with two more items: "Pineapple cake" and "Cup cake". Each item has its own card with an image, title, price, and buttons.
- Desktop View:** Shows the most complex layout. It includes sections for "We offer", "Suggestions", and "Safety measures". The "Safety measures" section features a large image of a baker and text about COVID-19 safety measures. At the bottom, there are two columns for "Branch 1" and "Branch 2" addresses, along with social media icons and help links.

# Mockups: Mobile screen size



# StickerSheet

▼ Colors	
	#F33100 Buttons
	#FFEAB8 Primary
	#b7e4e6 Primary
	#F4A261 Buttons
	#E76F51 Buttons
	#E9C46A Tertiary
	#2A9D8F Primary

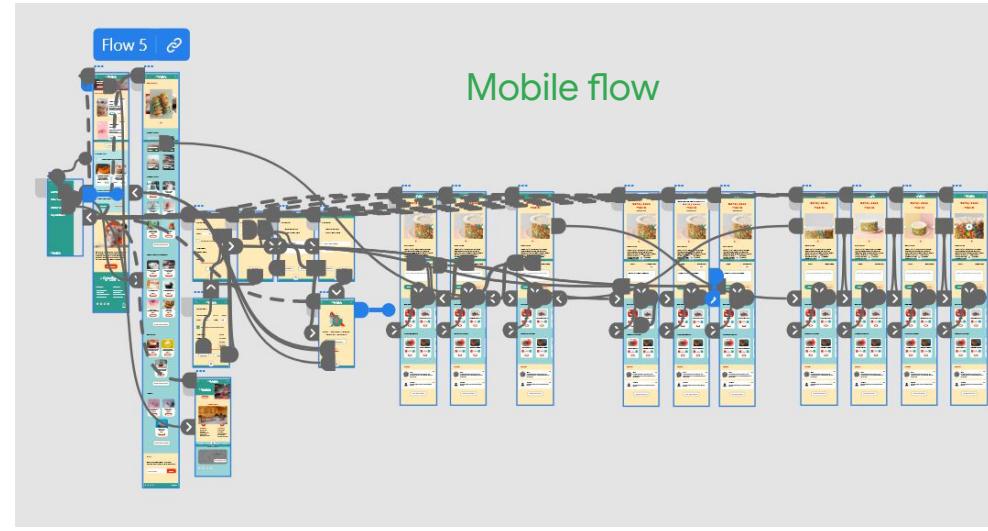
▼ Character Styles	
	Century Gothic — 30pt
	Century Gothic — 20pt
	Century Gothic — 10pt
	Century Gothic — 14pt
	Century Gothic — 24pt
	Century Gothic — 60pt
	Segoe Script — 60pt
	Century Gothic — 32pt
	Comic Sans MS — 56pt

▼ Components	
	Logo
	Bottom nav mobile
	Search
	hamburger
	Toppings
	Go back
	detail btn
	view similar btn
	added items
	next arrow
	Add to cart
	Buy now
	Check now
	Wishlist

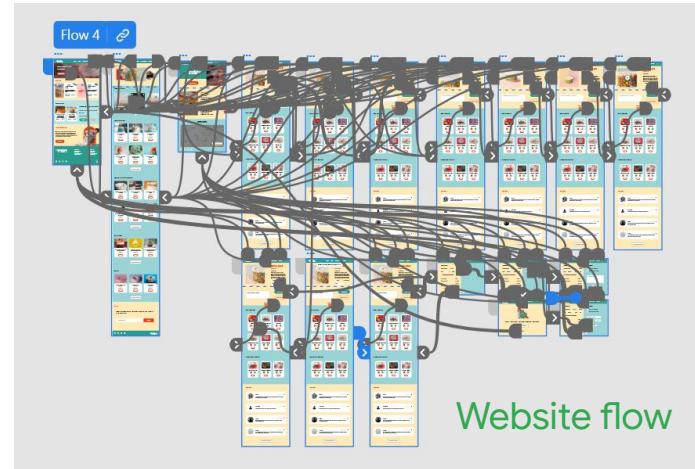
# High-fidelity prototype

The prototypes were created for both Large and mobile screens with the same user flow as that of the lo-fi prototypes. Considering the reviews from usability studies and from the peer graded assessments changes were made and updated.

View [Large screen hi-fi prototype](#)  
View [Mobile screen hi-fi prototype](#)



Mobile flow



Website flow

# Accessibility considerations

1

I added sounds to the buttons on tapping , helping the users understand if they have successfully completed the booking.

2

I used different sizes for the text to have a visual hierarchy in the website.

3

Added a more easy flow using the navigation bar helping the users to have a better experience with the website.

## Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

Users expressed that the navigation was more easy and they liked the sound on completing the booking. They also said that the images added were more engaging and liked the way the cake's image at different angles and video was added. The users had a feel of booking the cake at the store with these facilities provided.



## What I learned:

I learned that conducting user research helps to identify what actually the user needs and helps in improving the designs. Even a small change creates a great impact on the design decisions .

# Next steps

1

Usability studies will be conducted to further improve and create more accessible design.

2

Designs will be updated with daily trends and be tested with users for further development.

3

The designs created for mobile screens will be tested with a different set of users to make modifications.

# Let's connect!



Thanks for viewing my **CakeBake** website. If you like this and wanted to see further updates and designs created by me then let's connect 

 Email : [sadhanasuresh2611@gmail.com](mailto:sadhanasuresh2611@gmail.com)

Or

► [LinkedIn](#)

► [Dribbble](#)

► [Behance](#)

Thank You !