

# Rogalik Bakery Website Design

---

Sarath Chand Nekuri

# Project overview



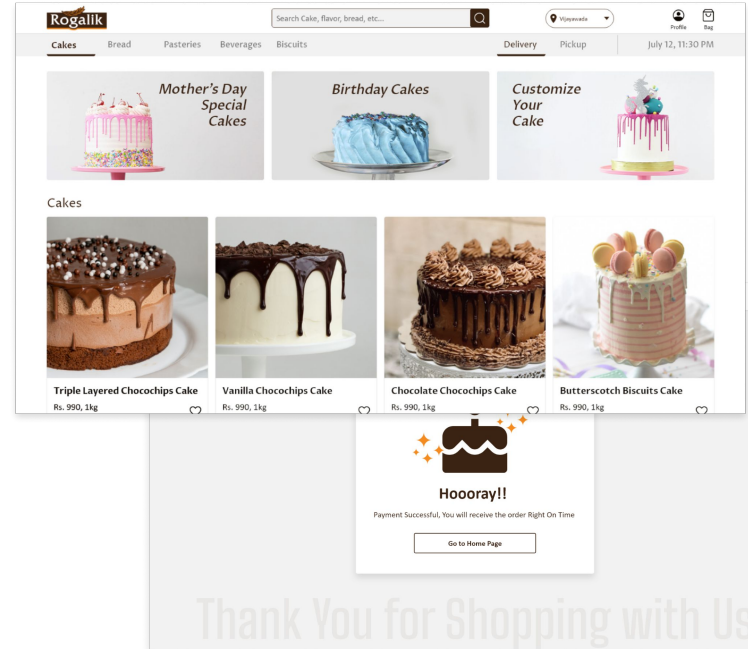
## The product:

Rogalik is a bakery that can offer home delivery or pickup from store of the bakery items. The typical user is between 19-30 years old, Rogalik Bakery goal is to make cake customizing fun, fast, and easy for all types of users.



## Project duration:

June 2021 to July 2021



# Project overview



## The problem:

Users who wants to Customize Cake from home/office for either delivery/pickup, to save time.



## The goal:

Design a website for Rogalik Website that allows users to customize cake and can get it by either pickup from store or delivery to home.

# Project overview



## My role:

UX designer leading the Rogalik Bakery website design



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design.

# Understanding the user

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

# User research: summary



I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that many target users feel the cake might not look similar to what they see online and as they need customization they visit store. However, many shopping websites are overwhelming and confusing to navigate, which frustrated many target users. This caused a normally enjoyable experience to become challenging for them, with less customization.

# User research: pain points

1

## Navigation

Ordering website designs are often busy, which results in confusing navigation

2

## Interaction

Small buttons on websites make item selection difficult, which sometimes leads users to make mistakes

3

## Experience

Online bakery websites don't provide an engaging customization options for cake.

# Persona: Vineeth

## Problem statement:

Vineeth is a busy Engineer who needs to Customize cake on-the-go to store or by staying at home because he wants to save time.



Vineeth

**Age:** 24  
**Education:** M Tech  
**Hometown:** Hyderabad  
**Family:** Committed, Lives with joint family  
**Occupation:** Silicon Engineer at AMD

*"Special Moments are incomplete without cakes, customized cakes are fun"*

## Goals

- A Full customization for cake building
- Scheduled Delivery is mostly preferred.
- A confidence that online ordering of cakes is safe

## Frustrations

- There is no scheduled delivery
- Overwhelming screen with types of cakes
- There is no customization is websites.

Vineeth is a 24-year-old busy Engineer at AMD, who lives with their joint family. As a member in a joint family, he wants to order cakes in more customizable way from home/office as he hates to travel because of traffic and get it delivered to home or pickup from store as he travel to home from office. Safety of cake is another concern during delivery for vineeth.



# User journey map

I created a user journey map of Vineeth's experience using the site to help identify possible pain points and improvement opportunities.

## Persona: Vineeth

Goal: An Easy way to Customize Cake from his home/office for either delivery/pickup by specific time

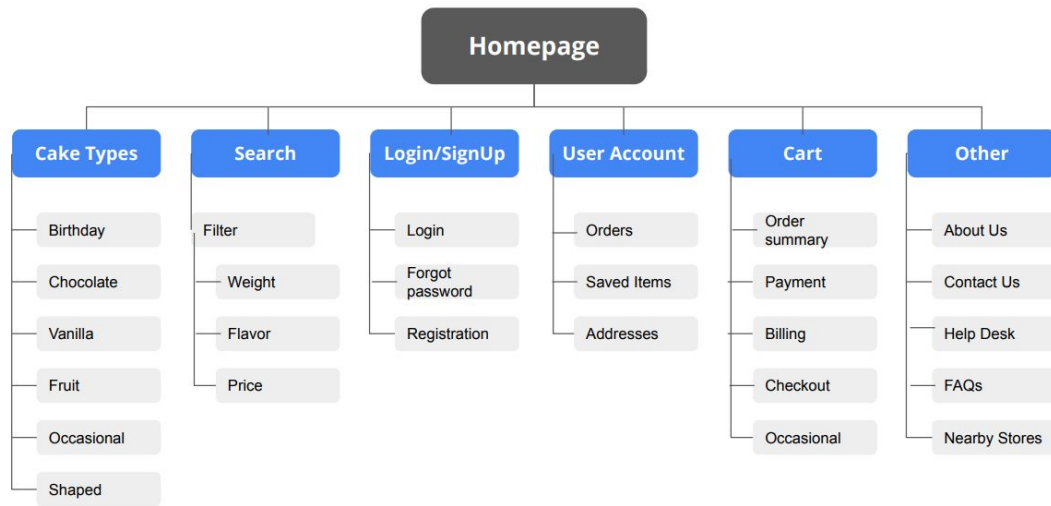
| ACTION            | Browse menu                                      | Selecting Cake  | Ordering Cake   | Completion of Order   | Pickup Order  |
|-------------------|--|---|---|---|---|
| TASK LIST         | A. Open Website<br>B. Browse Menu                | A. Adding his cake to Cart<br>B. If he wants something new he will select options from customization page | A. Checklisting the order or selected options<br>B. Adding delivery address<br>C. Paying for the order if its online with best coupon available | A. Confirming Order and Items<br>B. Confirmation from restaurant<br>C. Sending location of delivery agent | A. Picking up order from delivery agent<br>B. Tipping to agent<br>C. Eat Food |
| FEELING ADJECTIVE | Excited to Order Cake<br><br>Overwhelmed by Menu | Confused to see the options he selected   | Anxious of online payment completion.<br><br>Afraid of missing an options   | Happy that order is placed<br><br>Excited to receiving it   | Happy to receive it and eat it.   |
| IMPROVEMENTS      | Best sellers to decrease overwhelming feeling    | Adding options that he selected on the card   | Automatically apply the best coupon<br><br>Add-ons like beverages   | Adding items to the same order if the user forgot something   | Online payment for tipping<br><br>Feedback of food and delivery               |



# Sitemap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

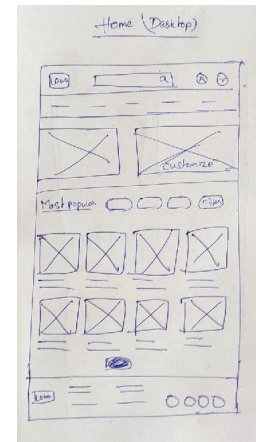
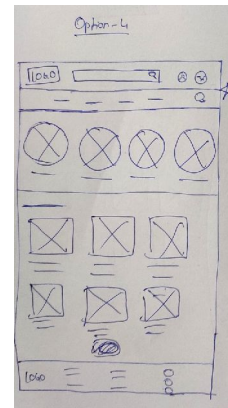
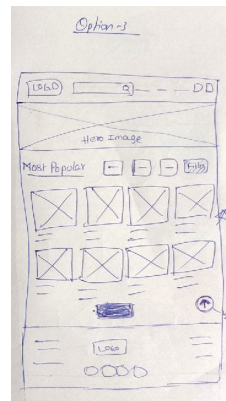
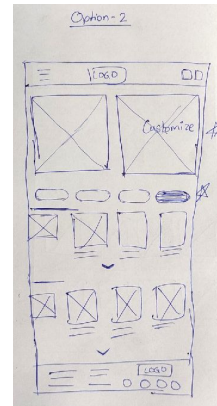
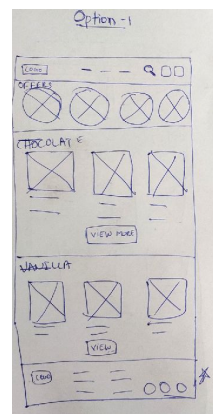
My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.



# Paper wireframes

Next, I sketched out paper wireframes for each screen in my website, keeping the user pain points about navigation, browsing, and customization flow in mind.

The home screen paper wireframe variations to the right focus on optimizing the browsing experience for users.

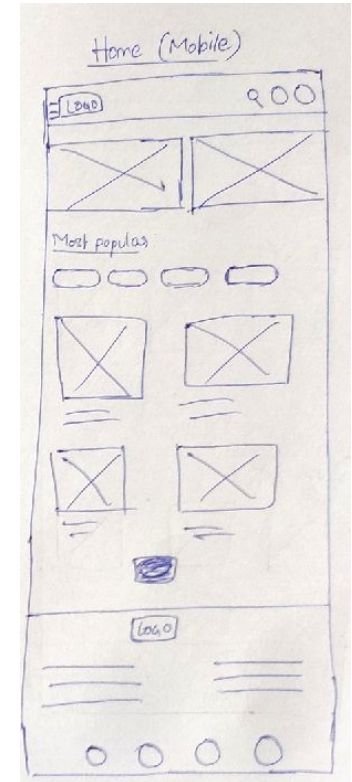
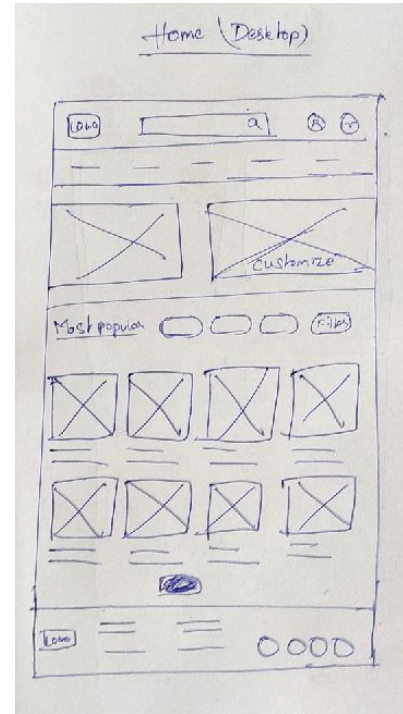


Refined paper wireframe

Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

# Paper wireframe screen size variations

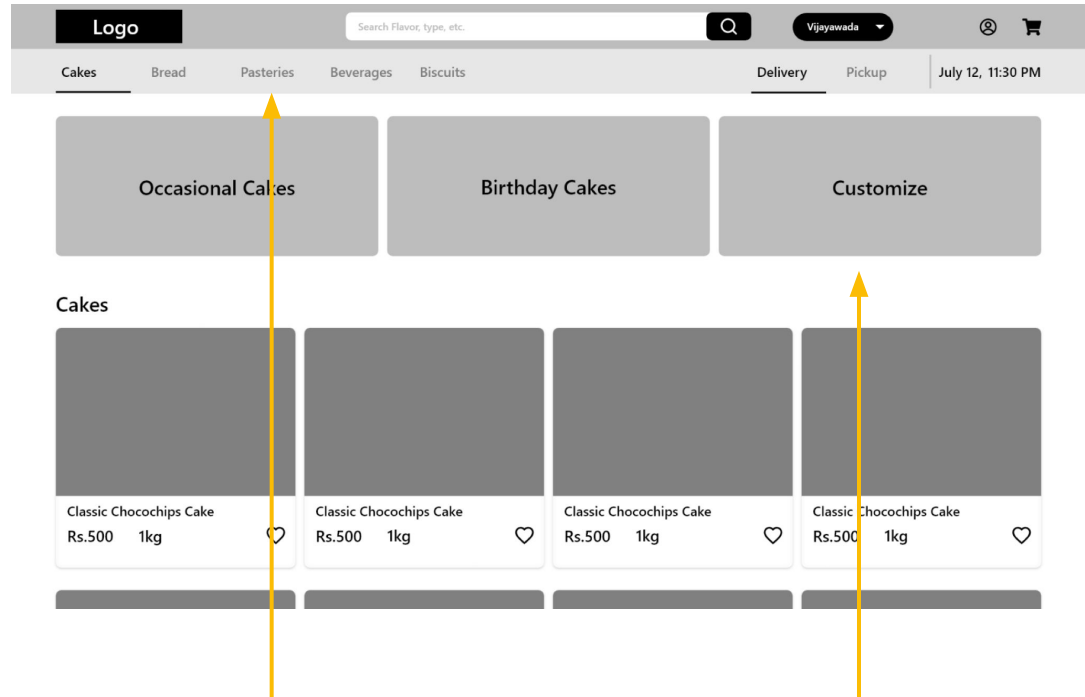
Because Rogalik Bakery customers access the site on a variety of different devices, I started to work on designs for additional screen sizes to make sure the site would be fully responsive.



# Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

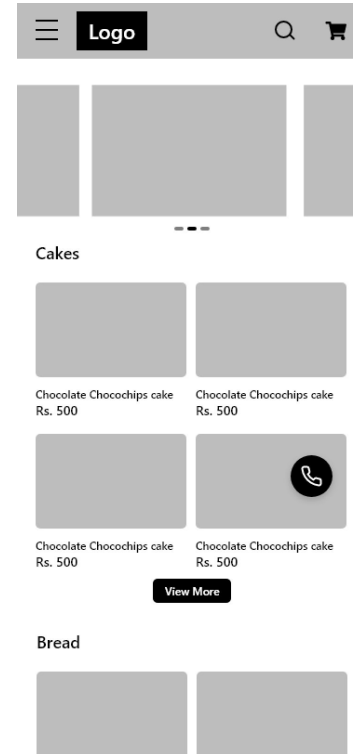
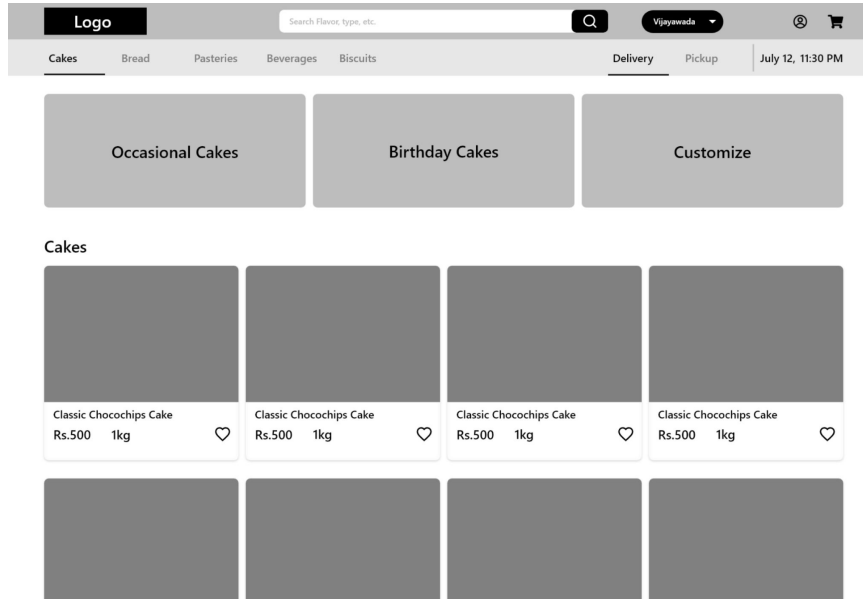
Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy.



Easy access to shop Bakery Items and can check the items that are available by keeping either delivery/pickup at specific date and time.

Homepage is optimized for easy browsing through the carousel of images and nav menu options

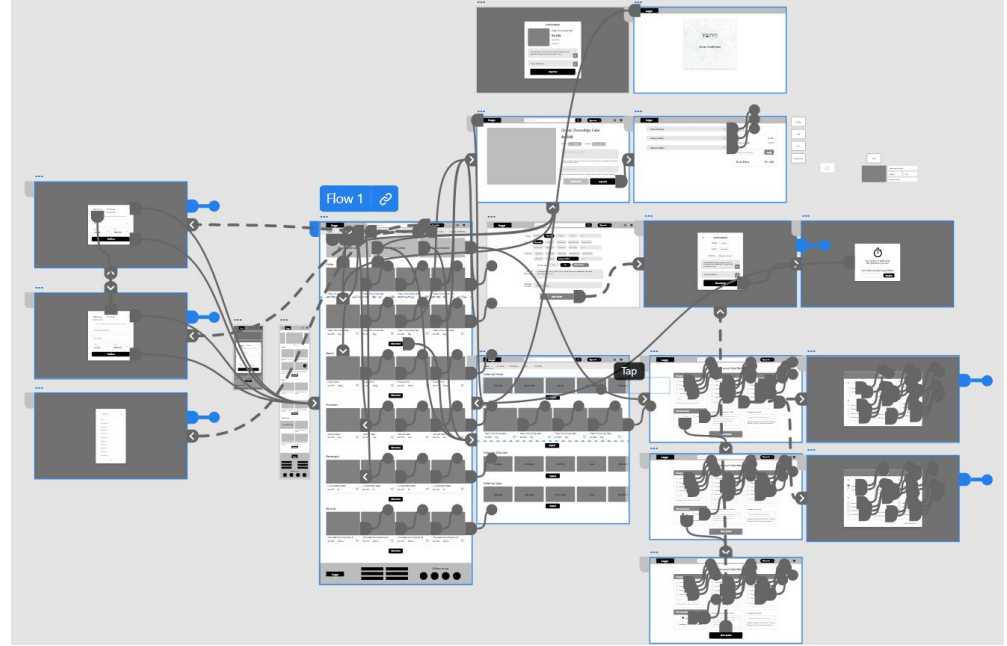
# Digital wireframe screen size variation(s)



# Low-fidelity prototype

To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding a cake to the cart and checking out.

At this point, I had received feedback on my designs from members of my team about things like placement of buttons and page organization. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.



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



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

Vijayawada, remote



## Participants:

5 participants



## Length:

20-30 minutes

# Usability study: findings

These were the main findings uncovered by the usability study:

1

## Preview

When users see a preview of the cake, users didn't have a way to go to the home screen

2

## Customization

Even there are good options the users find overwhelmed to choose them

3

## Weight

During the preview of cake, users have to click the weight dropdown in order to see available weights of the cake.

## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

Based on the insights from the usability study, I made changes to improve the Customization flow. The changes I made was creating a card for each customization category and in there radio buttons for single feild and checkbox for multiple feilds weree added. This allowed users more freedom to choose customization option without going through a complicated process.

## Before usability study

Logo Search Place, type, etc. Vijayawada

Shape: ☐ Rectangle ☒ Square ☐ Love ☐ Circle Type...

Flavour: ☒ Chocolate ☐ Vanilla ☐ Strawberry ☐ Black Current ☐ Butterscotch  
☐ Black Forest ☐ Pineapple ☐ Caramel ☐ Kiwi cake Type...

Toppings: ☐ Cherries ☐ Pineapples ☐ Chocochips ☐ Strawberries ☐ Chocosticks  
☐ Chocofill ☐ Pineapple ☒ Designer's Wish Type...

Photo cake: ☐ No ☒ Yes

Special Instructions I want the each cherry on each corner of the square, and please don't forget to add a chocostick on it

Message On Cake Happy Birthday Bro

## After usability study

Rogalika Search Cake, flavor, bread, etc... Vijayawada Profile Bag

### Customize your cake here

| Weight  | Shape  | Flavor   | Toppings   |
|---|--|--|--|
| <input type="radio"/> 0.5kg <input type="radio"/> 1 kg <input type="radio"/> 2 kg <input type="radio"/> 3 kg <input type="radio"/> 4 kg<br><input type="radio"/> 5 kg <input type="radio"/> 6 kg <input type="radio"/> 7 kg <input type="radio"/> 8 kg <input type="radio"/> 9 kg<br><input type="text" value="Not mentioned above? Type Here..."/> | <input type="radio"/> Rectangle <input type="radio"/> Square <input type="radio"/> Love Shape <input type="radio"/> Circle<br><input type="text" value="Something New? Type Here..."/><br>Example: 1 number, Cricket Bat | <input type="radio"/> Chocolate <input type="radio"/> Black Forest <input type="radio"/> Red Velvet <input type="radio"/> Strawberry <input type="radio"/> Butterscotch<br><input type="text" value="Full List Here"/> | <input checked="" type="checkbox"/> Choco Spread <input type="checkbox"/> Starberries <input checked="" type="checkbox"/> Choco Sprinkles <input type="checkbox"/> Cherries <input type="checkbox"/> Rose<br><input type="text" value="Full List Here"/> |

☐ Yes ☐ No

**Photo Cake**

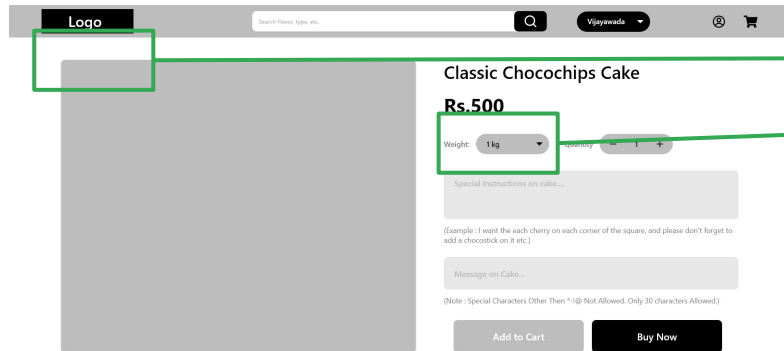
**Special Instructions on Cake**  
Example: I want the each cherry on each corner of the square, and please don't forget to add a chocosticks on it

**Message on Cake**  
Special Characters Other Than \*!@ Not Allowed. Only 30 characters Allowed.

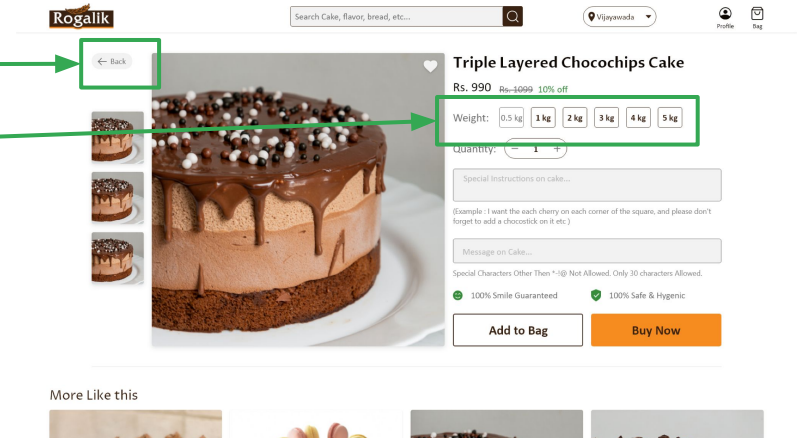
# Mockups

To make the preview screen even easier for users, I added back button to go homescreen and displayed weights that are available with color contrast.

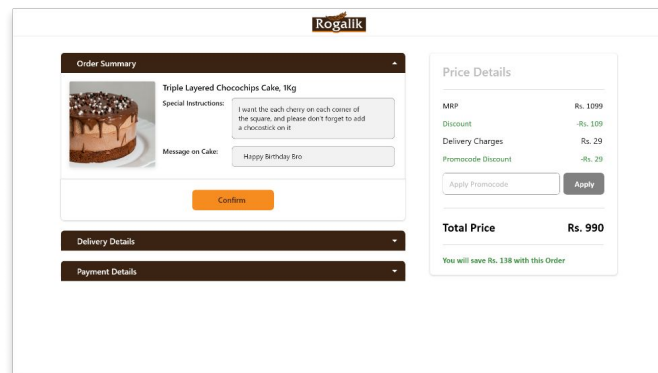
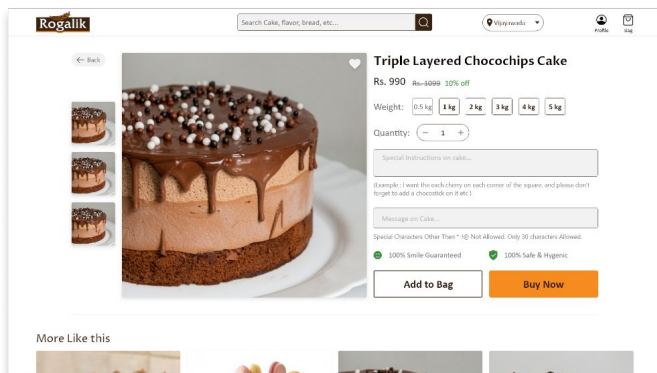
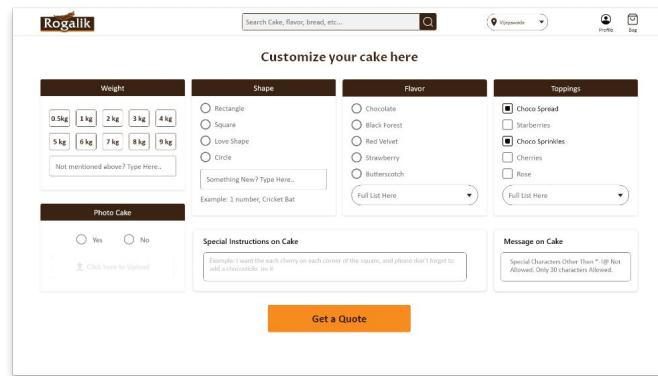
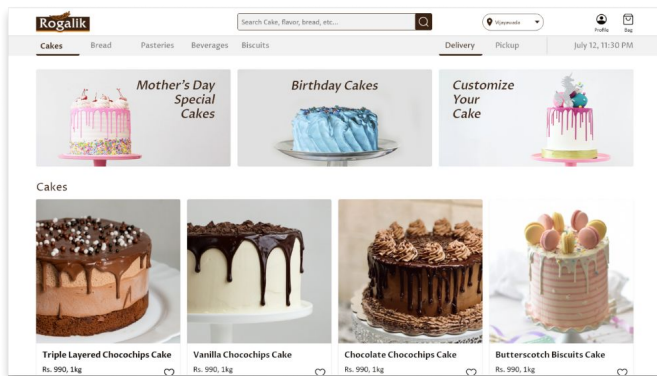
Before usability study



After usability study

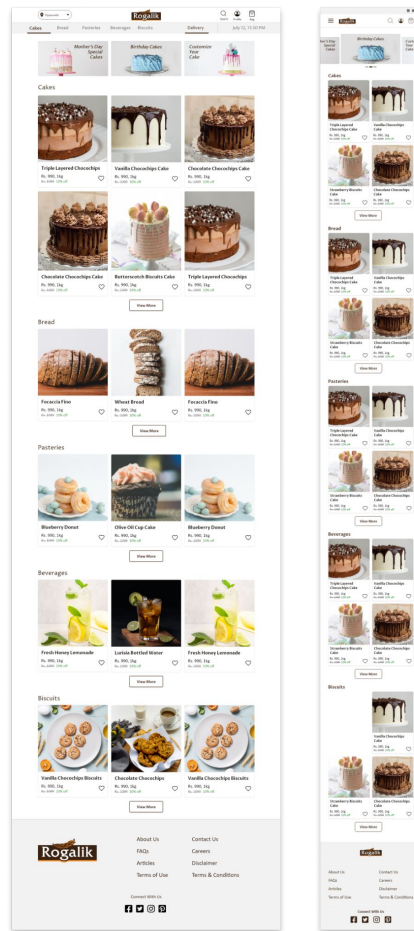


# Mockups: Original screen size



# Mockups: Screen size variations

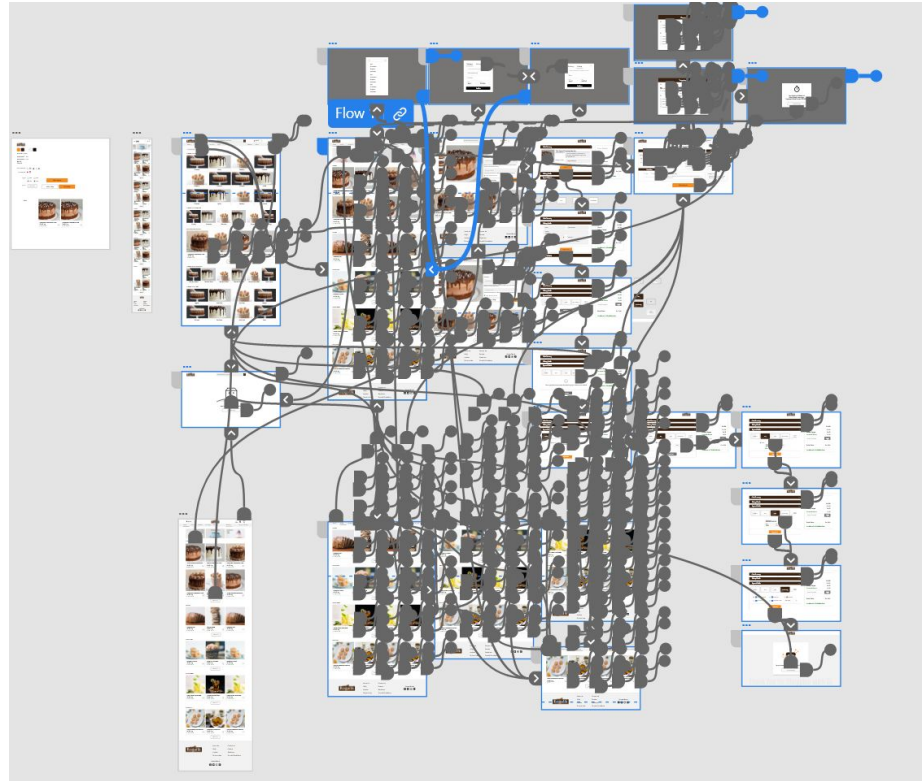
I included considerations for additional screen sizes in my mockups based on my earlier wireframes. Because users shop from a variety of devices, I felt it was important to optimize the browsing experience for a range of device sizes, such as mobile and tablet so users have the smoothest experience possible.



# High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study.

View [Rogalik Bakery high-fidelity prototype](#)





# Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy, and kept a categories on navigation bar that are on homescreen for easy navigation

2

I used landmarks to help users navigate the site, including users who rely on assistive technologies

3

I designed the site with alt text available on each page for smooth screen reader access

# Going forward

---

- Takeaways
- Next steps

# Takeaways



## Impact:

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy.



## What I learned:

I learned that even a small design change like cards on customization page can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

# Next steps

1

Conduct follow-up  
usability testing on the  
new website

2

Identify any additional  
areas of need and ideate  
on new features

# Let's connect!



Thank you for reviewing my work on the Rogalk Bakery Website!

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

Email: [sarathchand19@gmail.com](mailto:sarathchand19@gmail.com)

Website: [behance.net/sarathchand](https://behance.net/sarathchand)

Thank you!